

# General Plan Update *Workshop*

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**Renena Smith**

*Assistant City Manager*

**DECEMBER 4, 2014**



# Overview

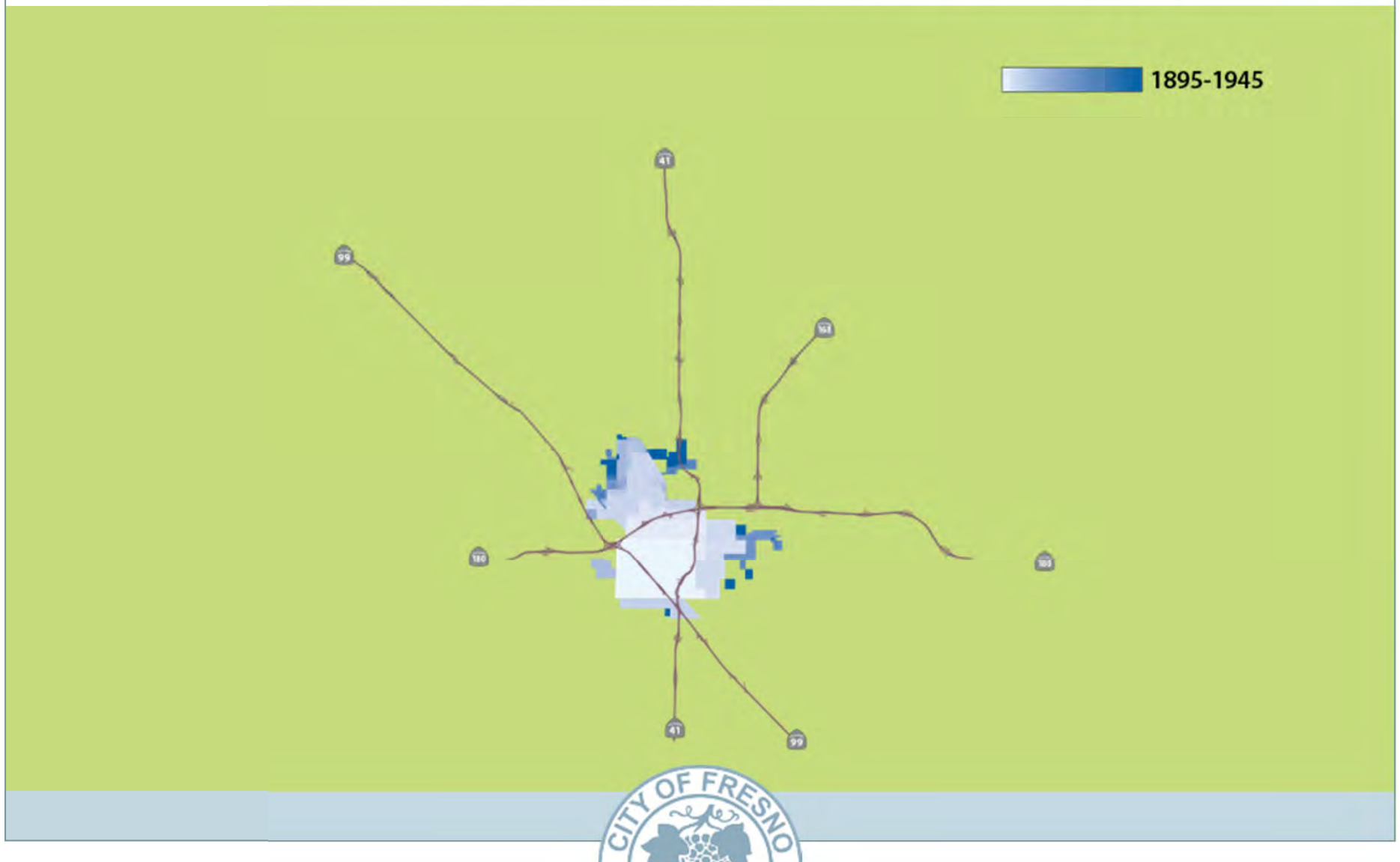
- Looking Back
- Vision for our Future
- Policy Highlights and Planned Land Use
- Fiscal Analysis
- Debunking the Myths  
and Addressing Concerns
- Development Code Preview
- 2025 vs. 2035



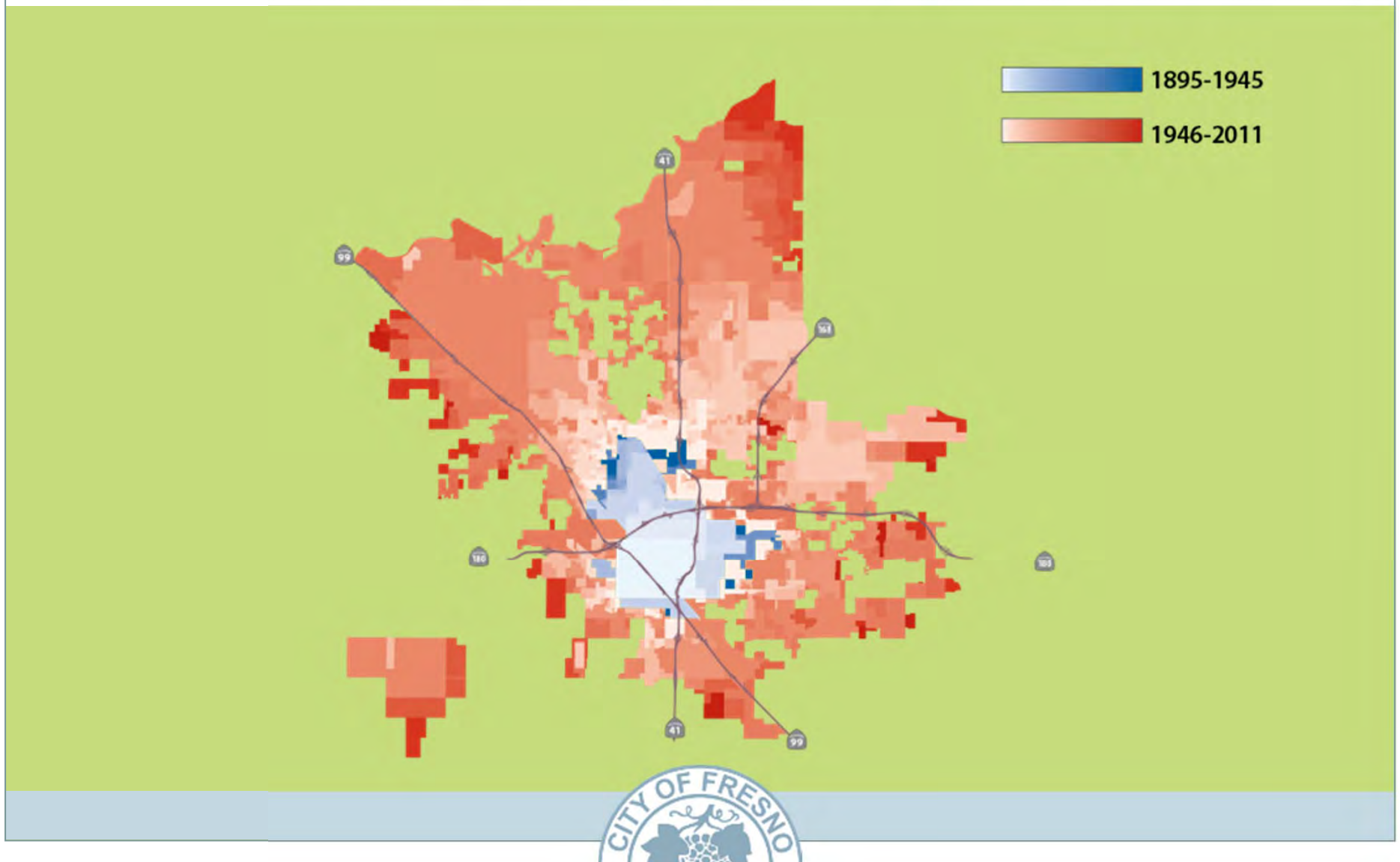
# Looking Back



# The first 50 years: *Fresno boundaries 1895–1945*



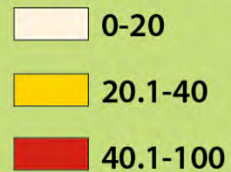
# The next 65 years: *Fresno boundaries 1946–2011*



# Growth left behind impoverished neighborhoods

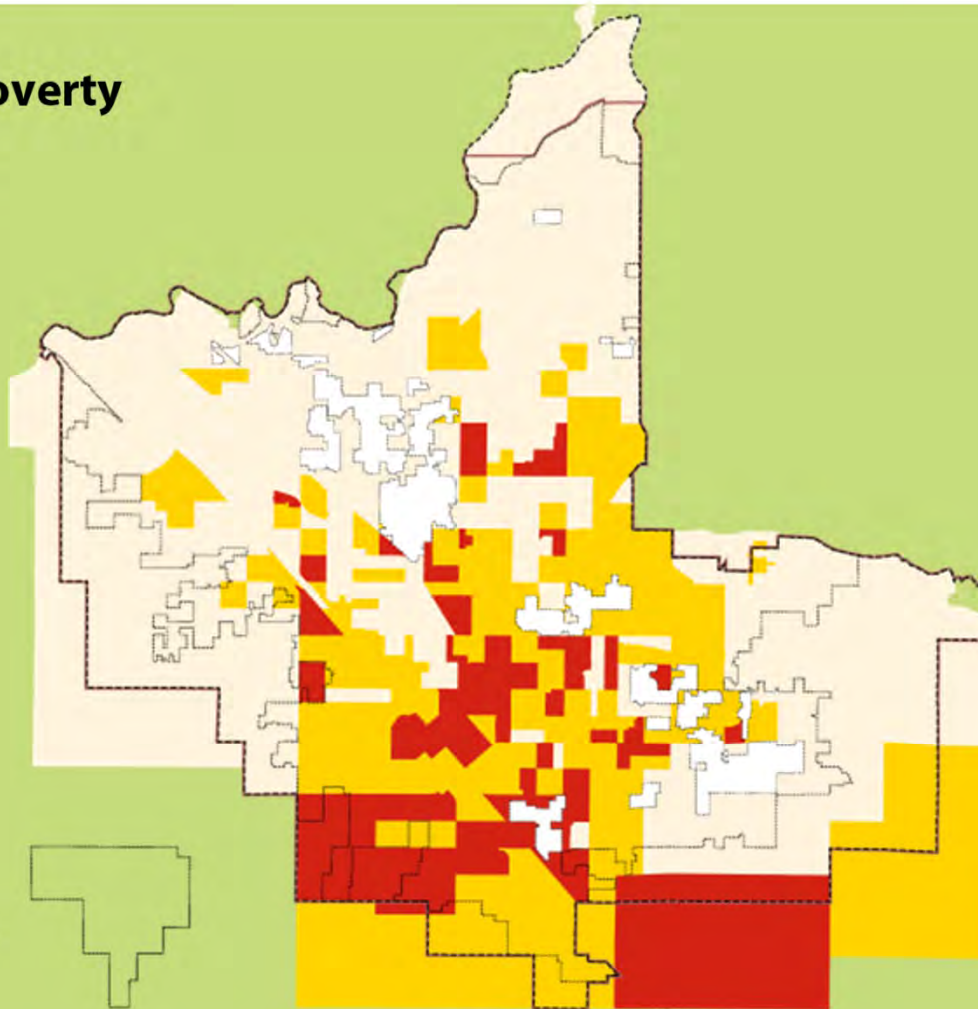
## Households in poverty

Percent by Census Tract



----- Planning Area  
----- Sphere of Influence  
----- City Limits

A legend for the map showing three types of boundaries: Planning Area (dashed line), Sphere of Influence (solid line), and City Limits (dotted line).





# General Plan Update development timeline

2010–SPRING 2012

## Public Engagement

- Over 160 stakeholder interviews
- Over 100 presentations to neighborhood associations, focus groups, and other agencies
- 15 community workshops
- 7 Planning Commission presentations
- General Plan Citizens Advisory Committee assembled and met for 24 meetings
- Numerous presentations to other commissions and committees
- Bilingual newsletter & phone survey
- Fresno General Plan website
- Fresno General Plan email updates



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# General Plan Update development timeline

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**APRIL 2012**

**City Council adopted the Alternative “A-Modified”** as the preferred General Plan Alternative

**AUGUST 2012**

**City Council unanimously adopted Resolution No. 2012-150** which initiated the General Plan Update with 17 goals and objectives





# General Plan Update development timeline

## AUGUST 2012–JULY 2014

### General Plan Preparation

- Ongoing public engagement
- Staff analyzed and determined how to implement public input
- Technical review and refinements by internal and external experts
- Draft new Development Code

## JULY 2014

### Draft Plan Released

## JULY–AUGUST 2014

### Public Comment Period

- City Council Workshop
- Planning Commission Workshop
- Additional Public Presentations—including the Draft Rollout at Fresno City College to an audience of over 200 people



# General Plan Update development timeline

## AUGUST–OCTOBER 2014

### **Public Comment Period Extended**

- On August 8:  
45 day extension
- 7 workshops:  
one in each  
Council District

## OCTOBER–NOVEMBER 2014

### **Evaluation of Comments & Plan Revisions**

- October 9:  
Public Comment Closed
- Staff evaluated and  
considered each comment  
submitted and updated the  
plan accordingly.

## NOVEMBER 25, 2014

### **Final Draft Released**



# General Plan Update development timeline

**DECEMBER 4, 2014**

**City Council  
Workshop**

**DECEMBER 8, 2014**

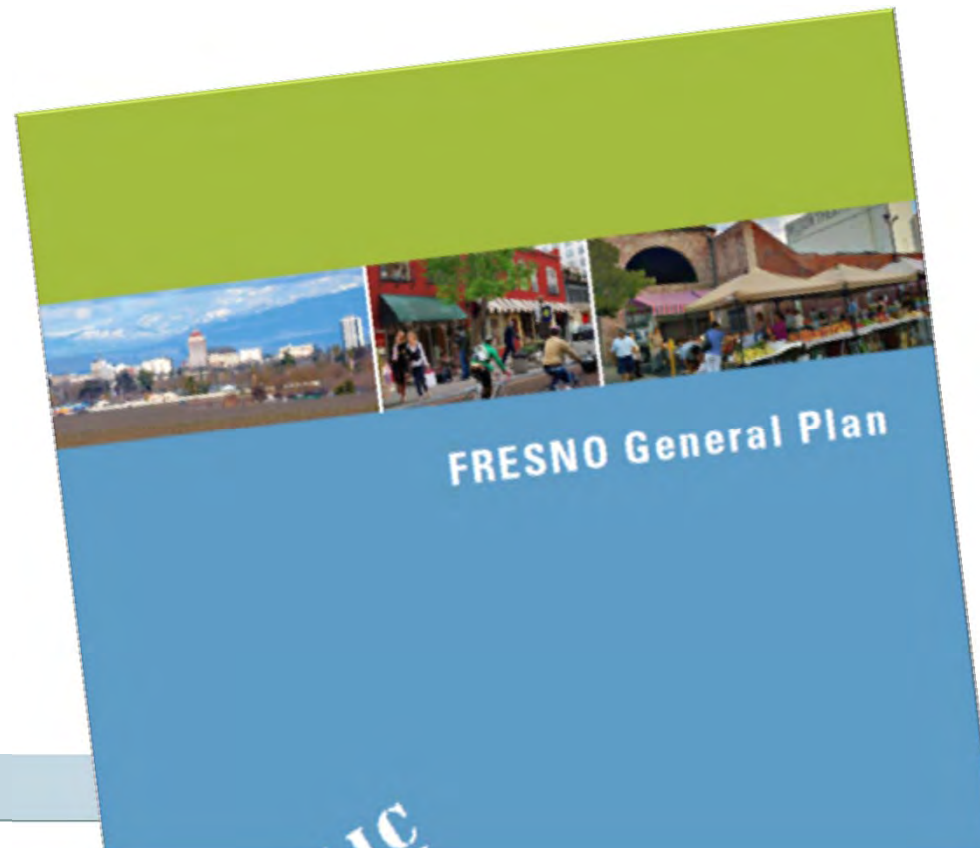
**Planning  
Commission  
Public Hearing**

**DECEMBER 11, 2014**

**City Council  
Public Hearing**

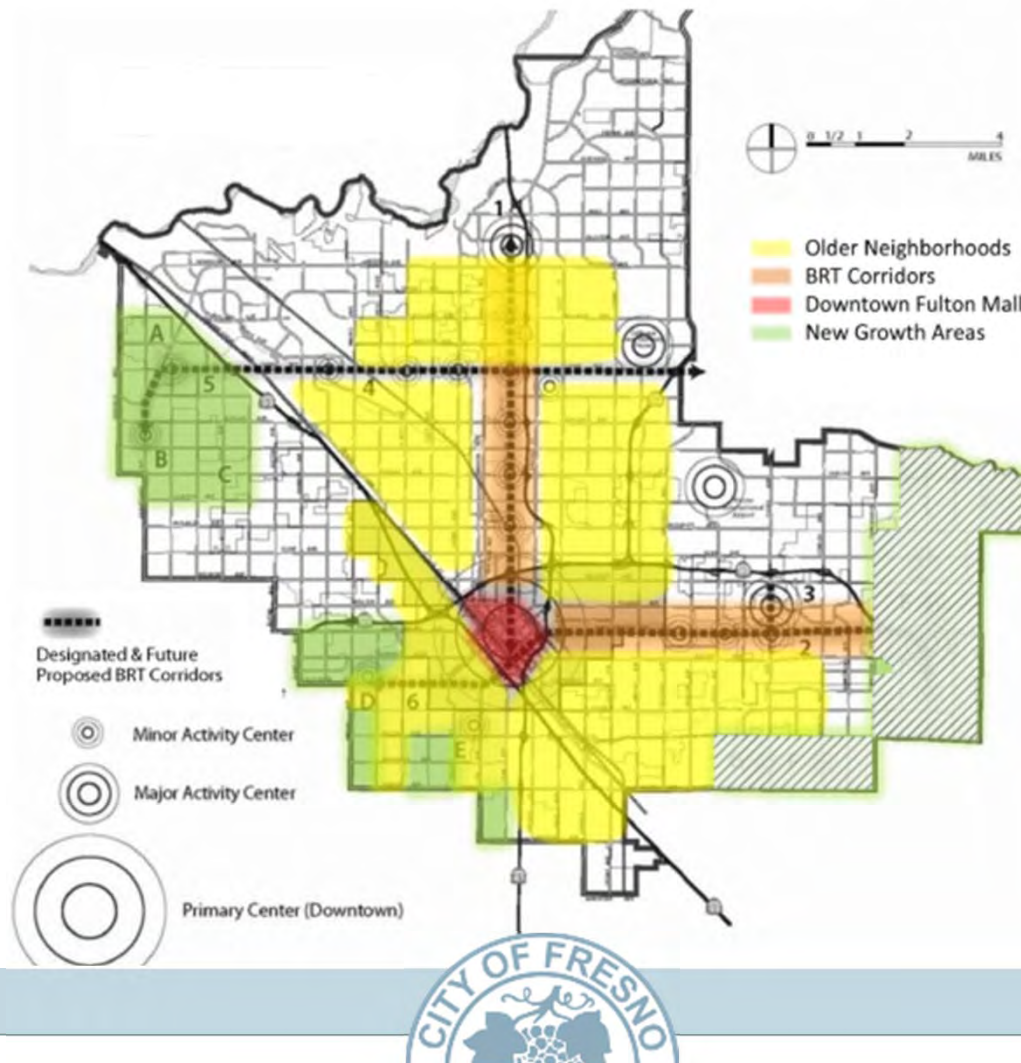
**DECEMBER 18, 2014**

**City Council  
Deliberation  
& Vote**

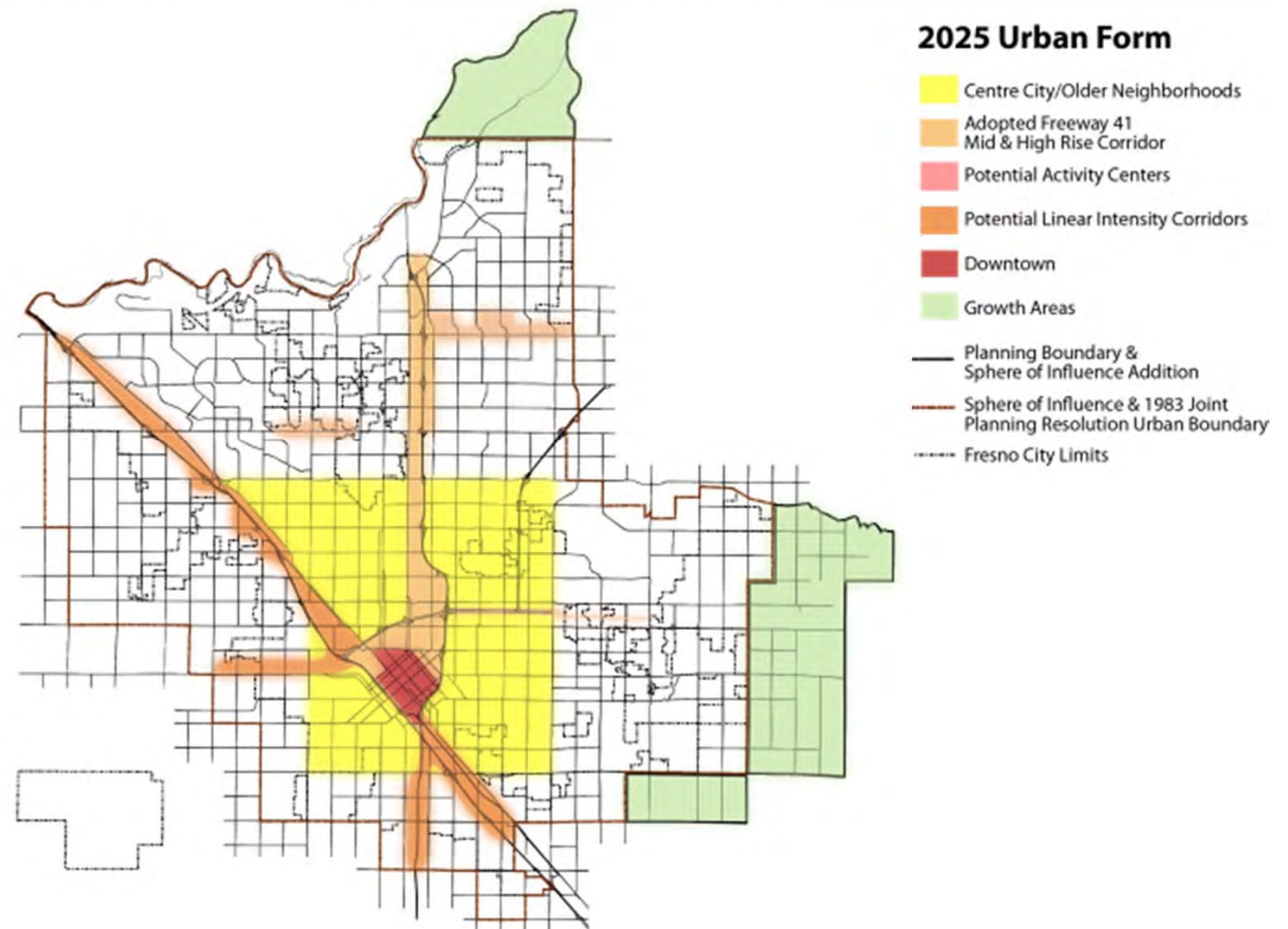


# 2035 Vision

## 2035 Urban Form



# 2025 Vision



# The Plan Update expands on the vision of the 2025 General Plan

## **VISION**

Protect  
Preserve  
Promote

## **GENERAL PLAN UPDATE FOCUS**

Implementation



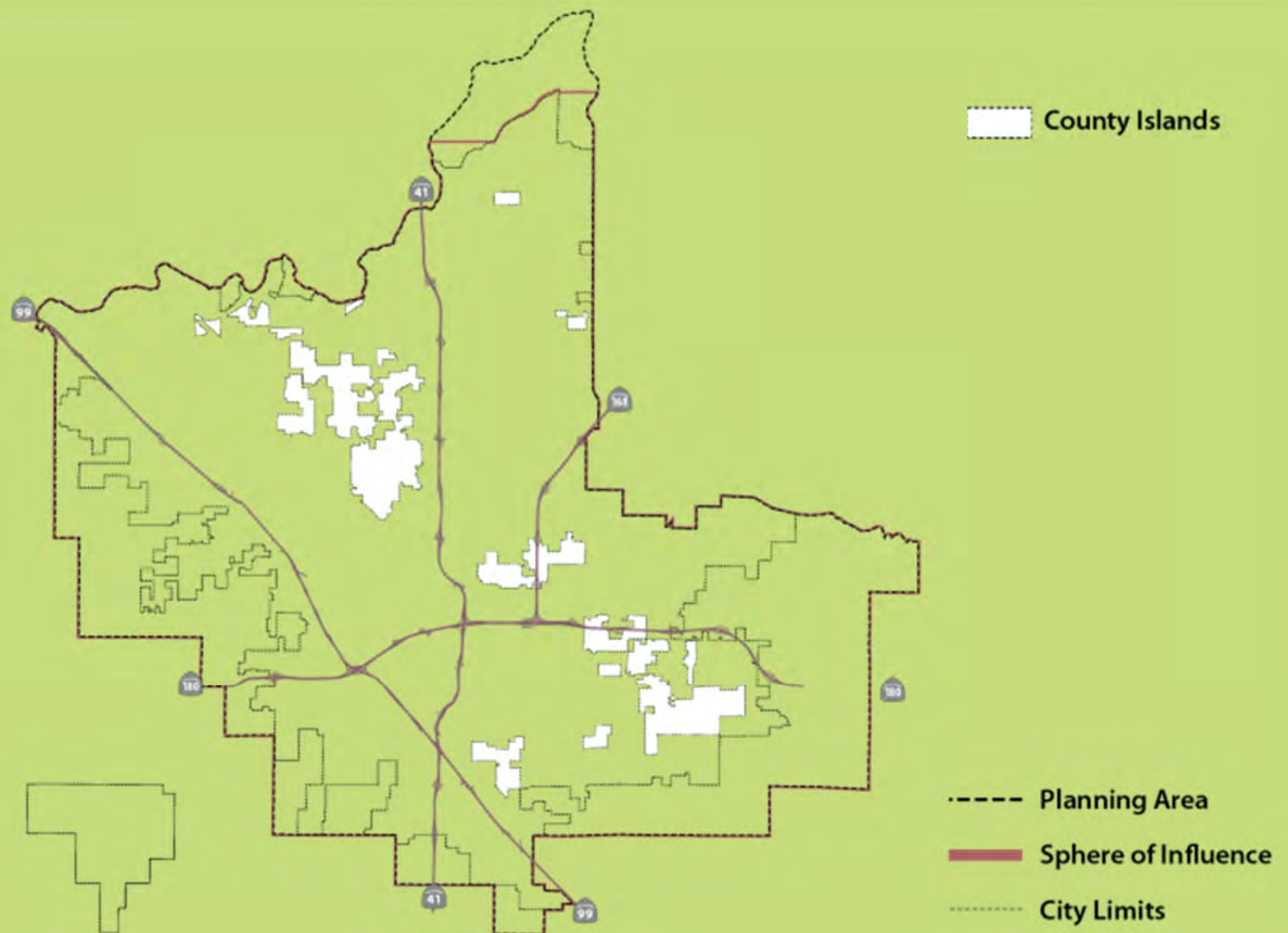
# Vision Elements

1. Growth:  
Roughly half = incorporated  
Roughly half = unincorporated
2. Phasing new growth
3. Successful and competitive Downtown
4. Development along  
Bus Rapid Transit (BRT) Corridors
5. Infill Opportunity Zone (IOZ)
6. Strategic Employment Centers
7. Improved Parks & Open Space

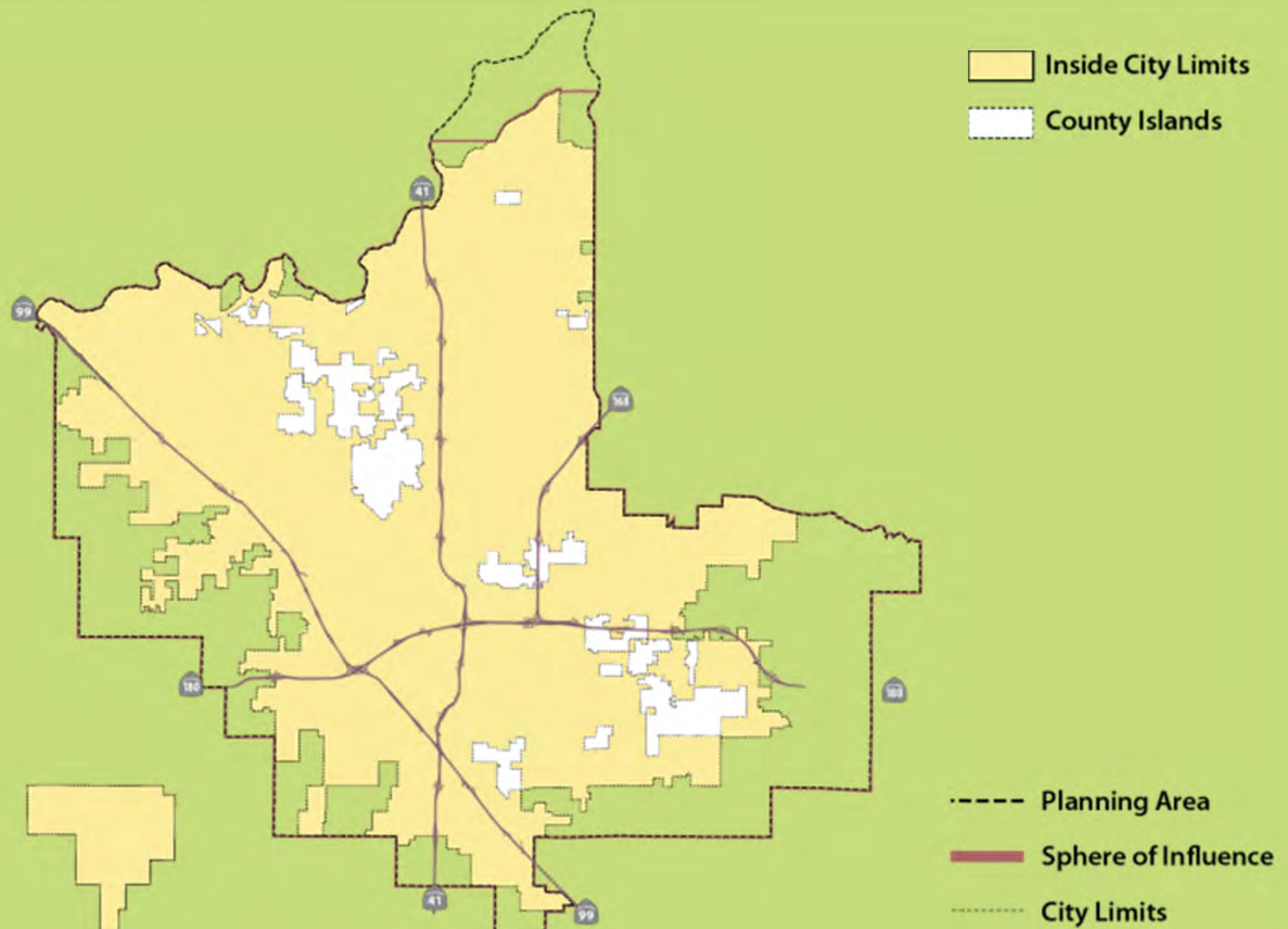




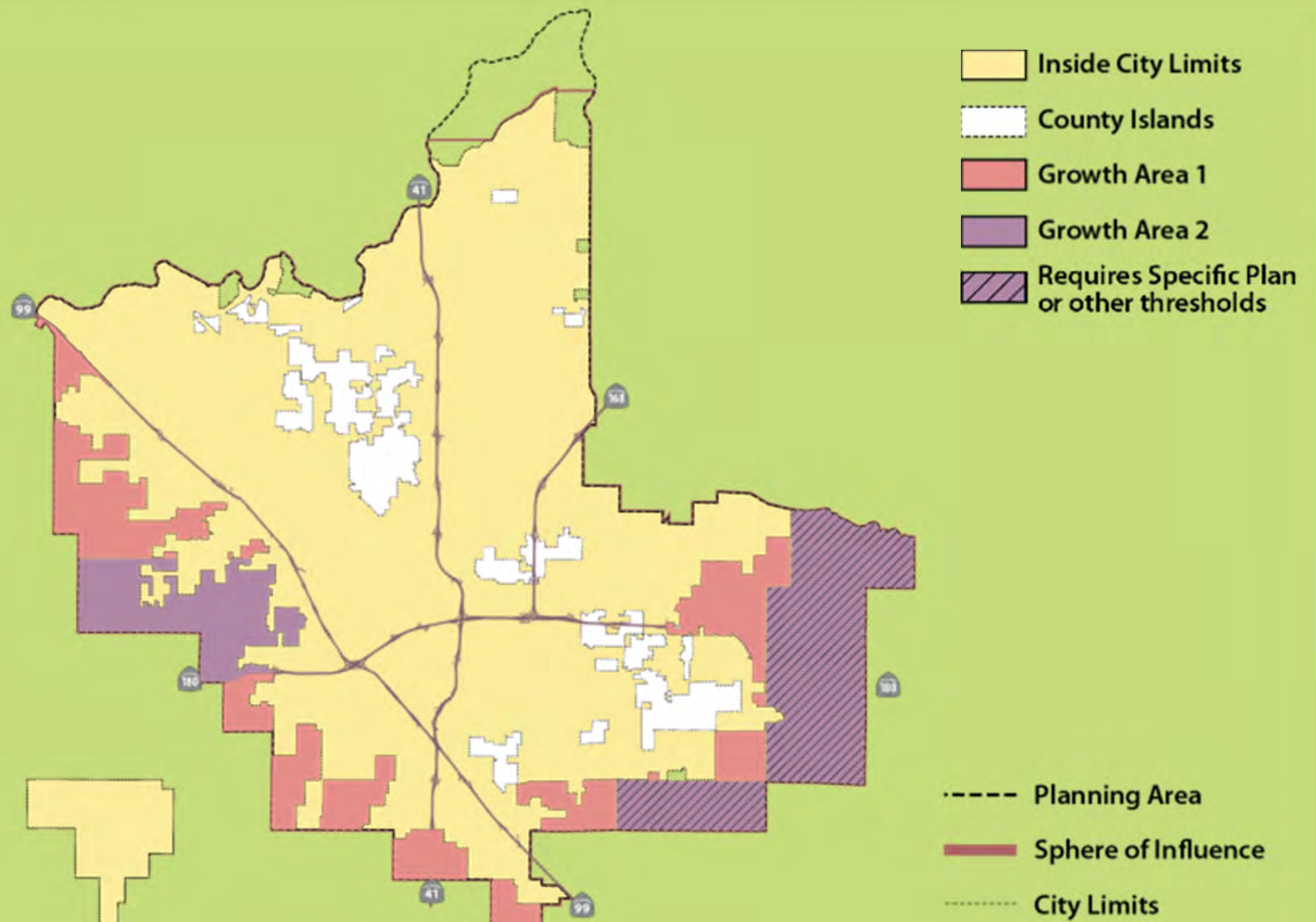
## BALANCING INVESTMENT: City Limits and New Growth Areas



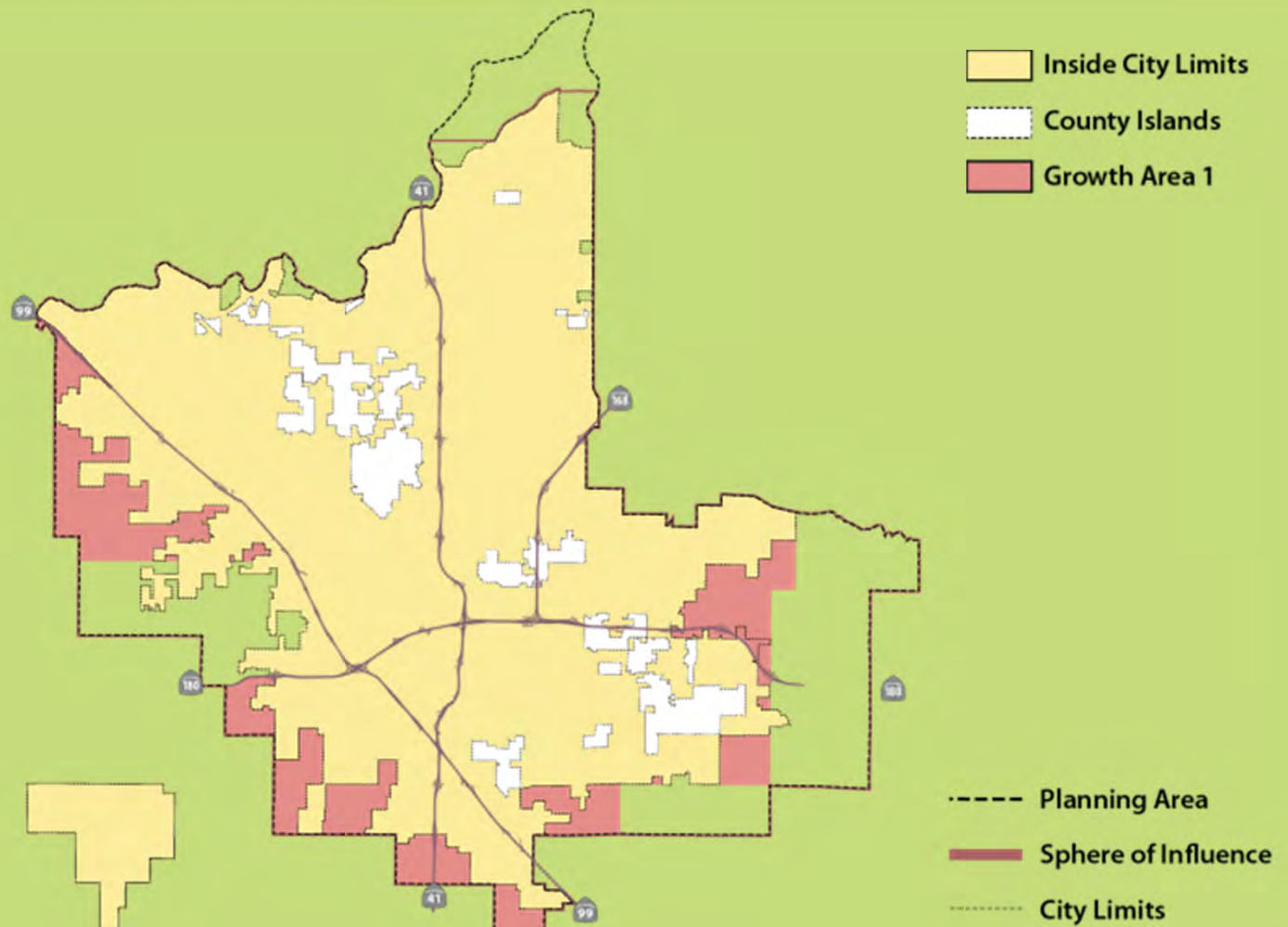
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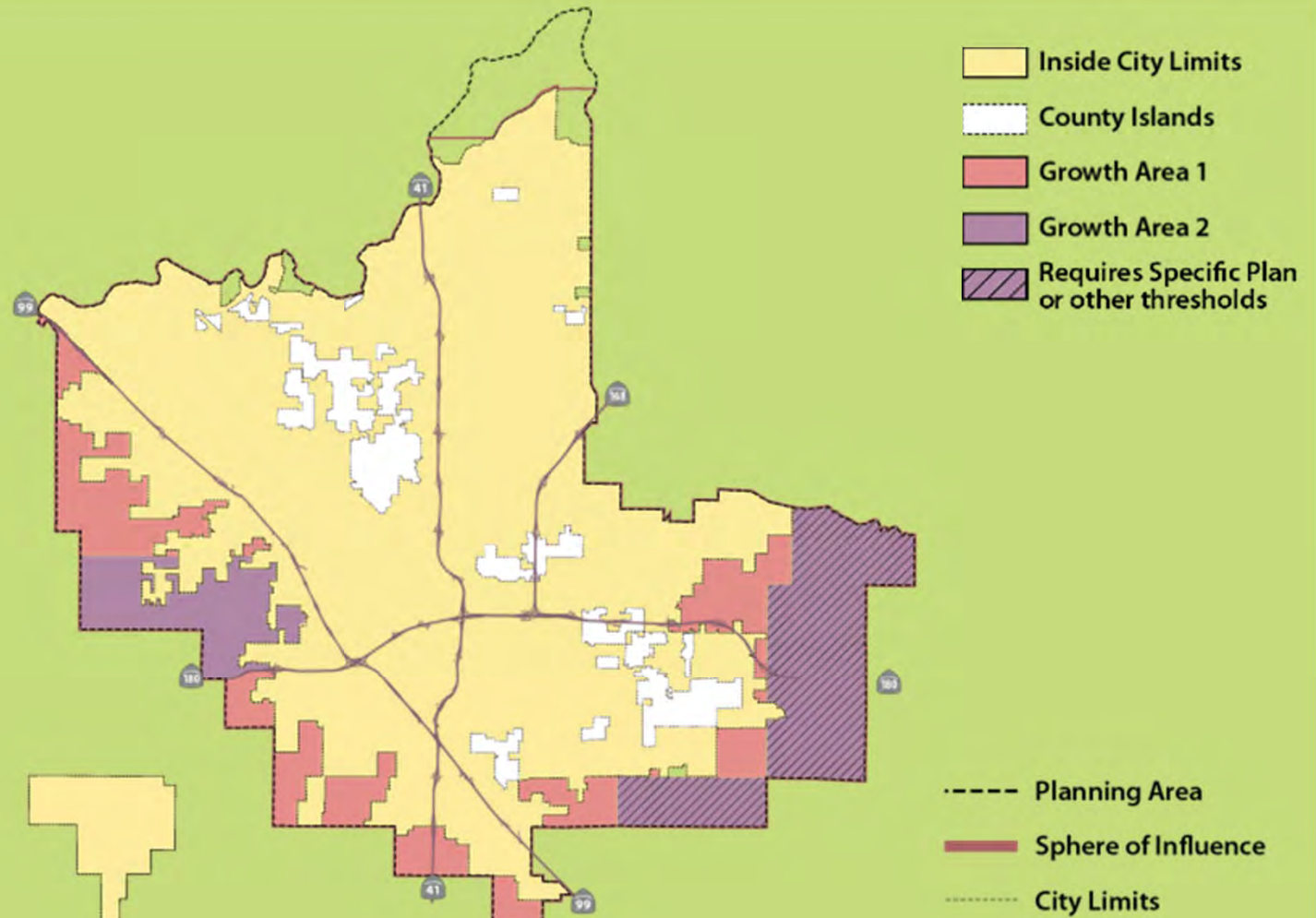


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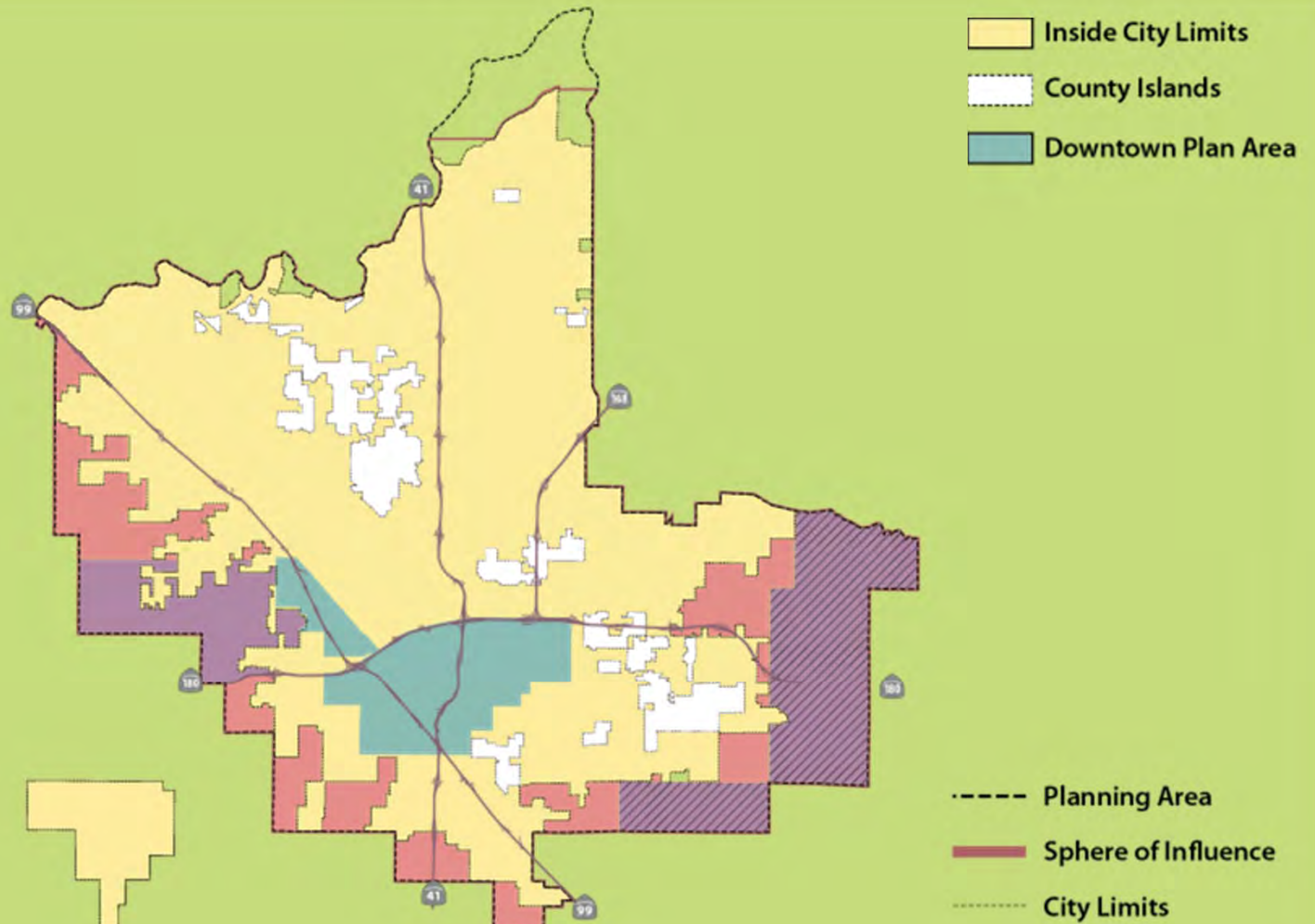




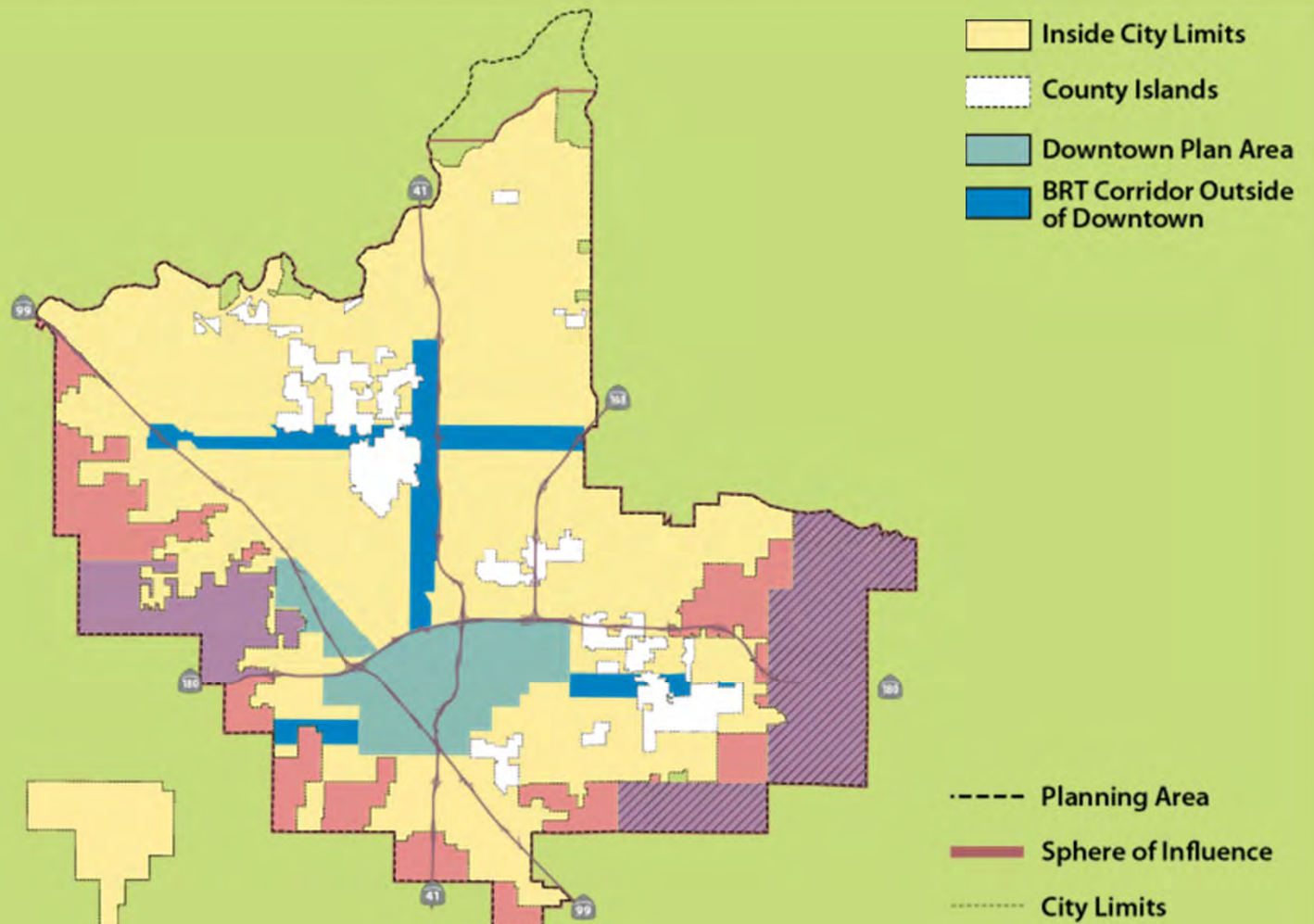
## BALANCING INVESTMENT: City Limits and New Growth Areas



# Successful & Competitive Downtown

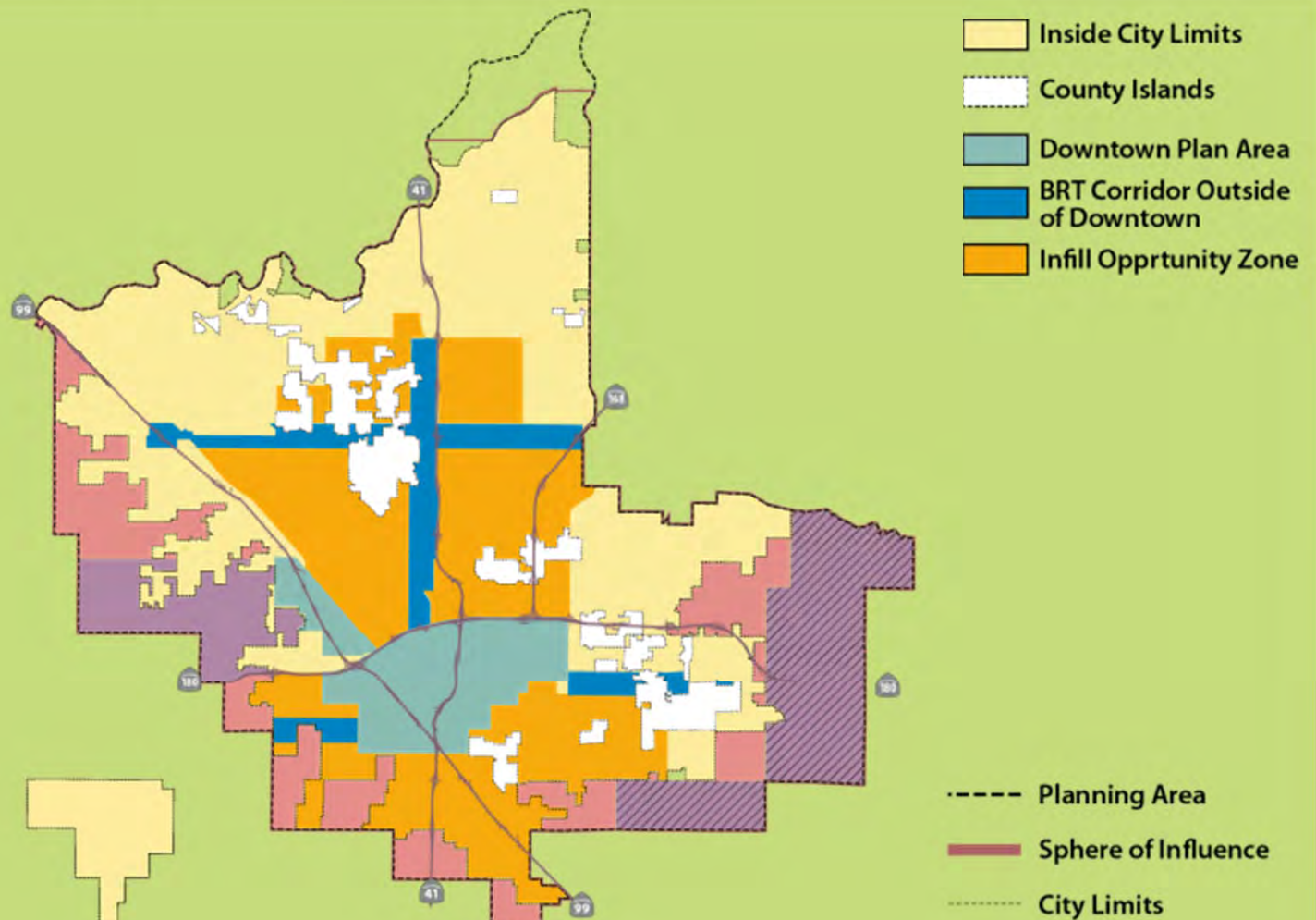


# Development along BRT Corridors

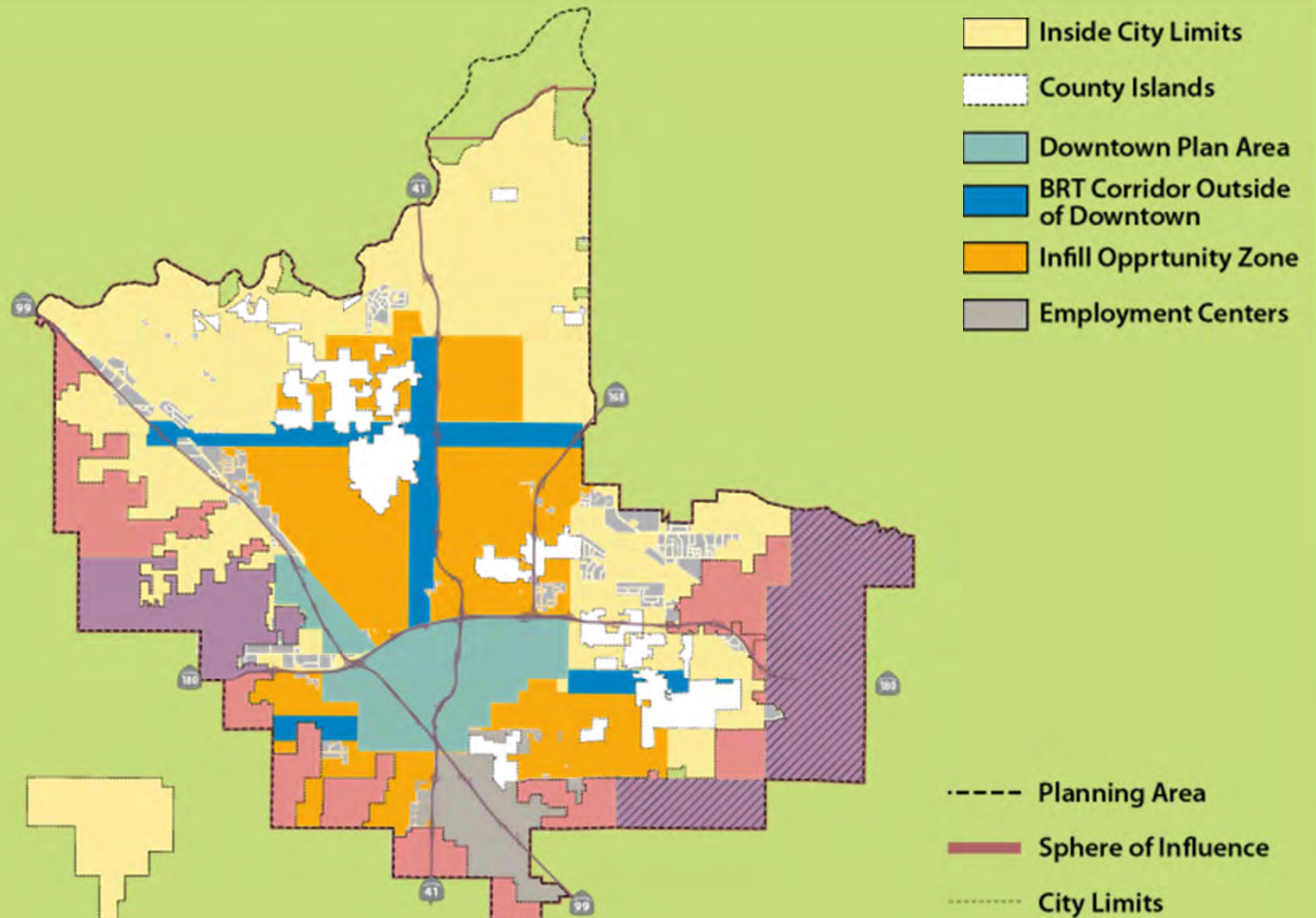




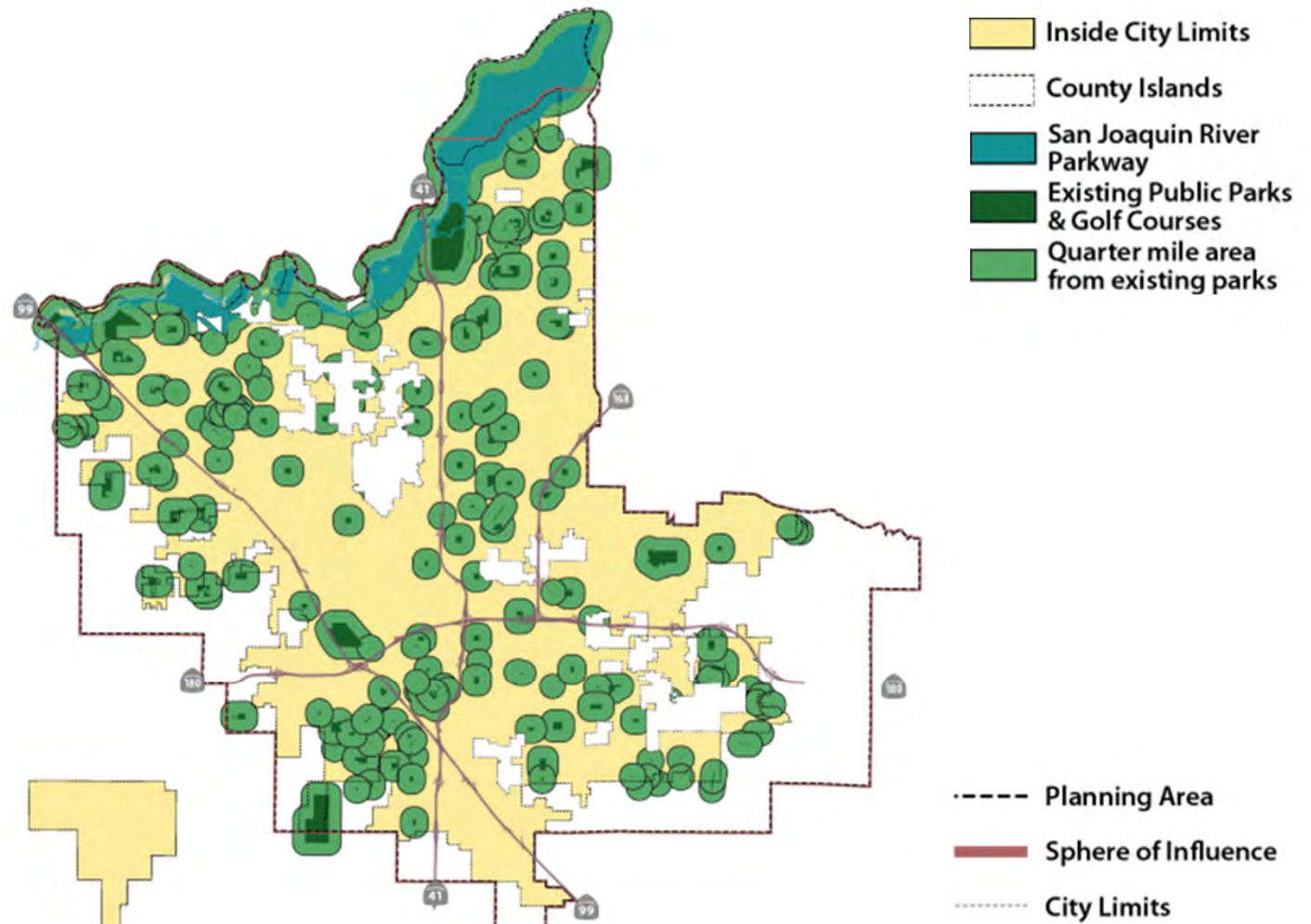
# Infill Opportunity Zone Incentives



# Strategic Opportunities for Employment Centers

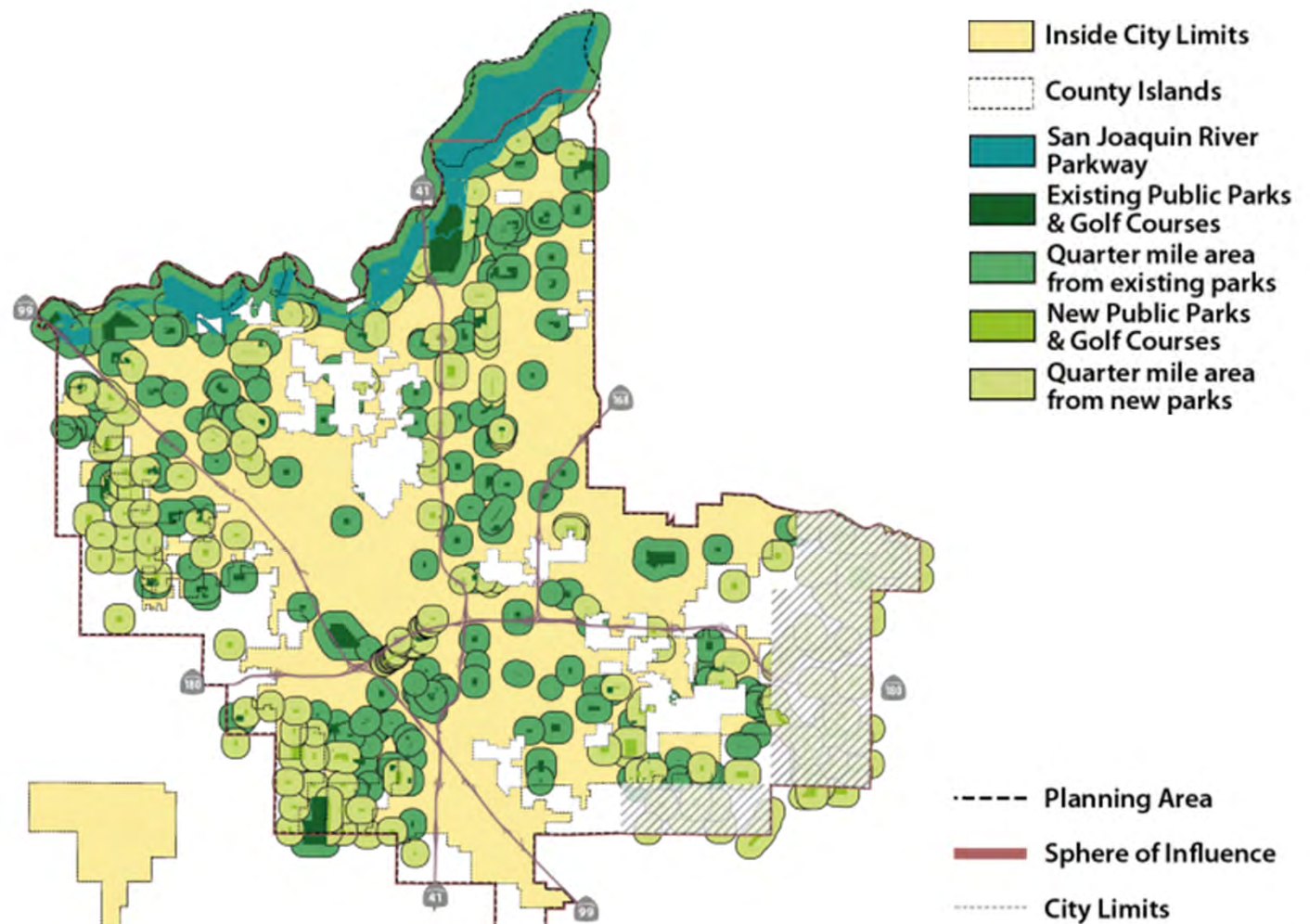


# Existing Public Parks & Golf Courses





# New Public Parks & Golf Courses



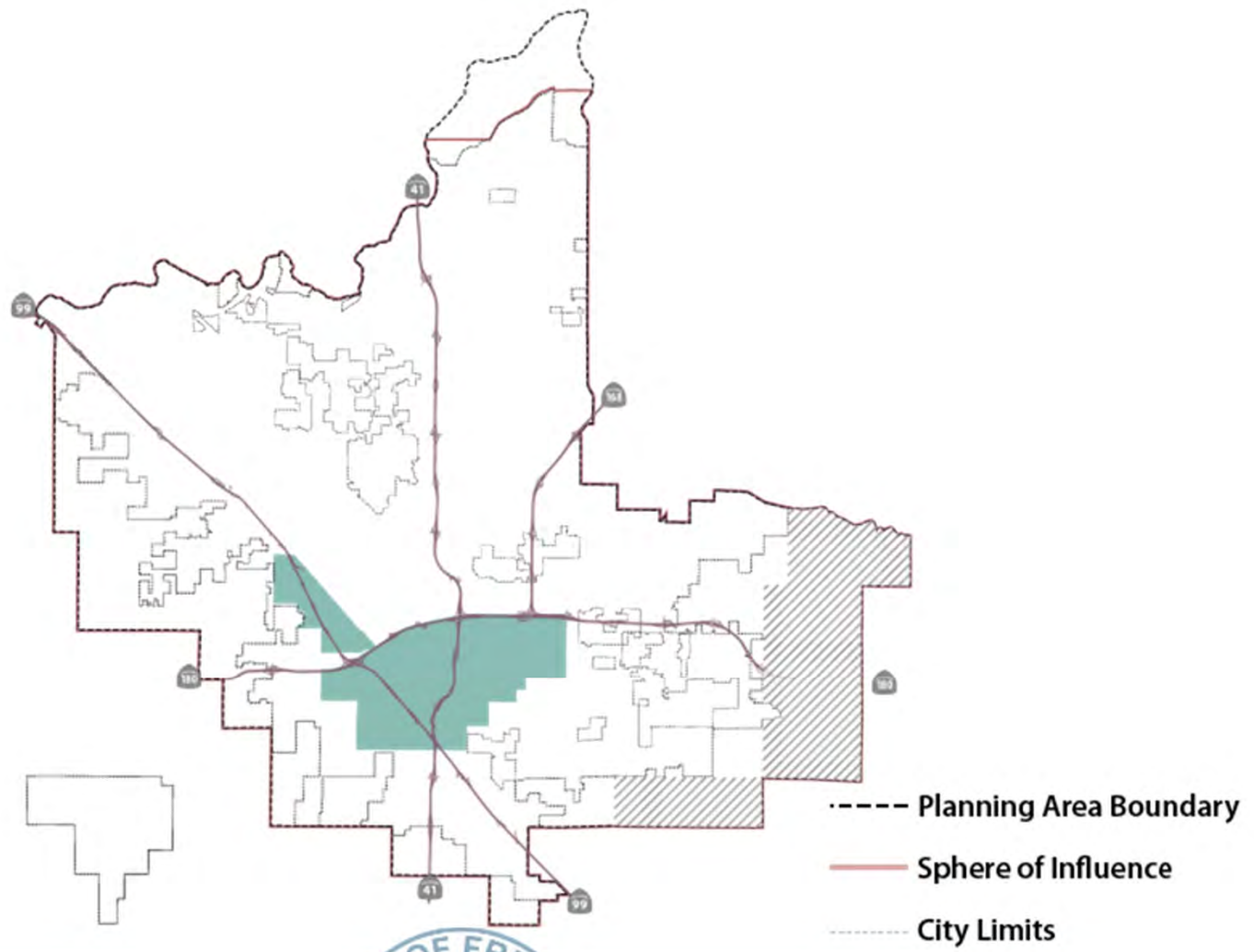
# Policy Highlights & Planned Land Use





# GOALS & POLICIES OF THE GENERAL PLAN UPDATE - SUMMARY

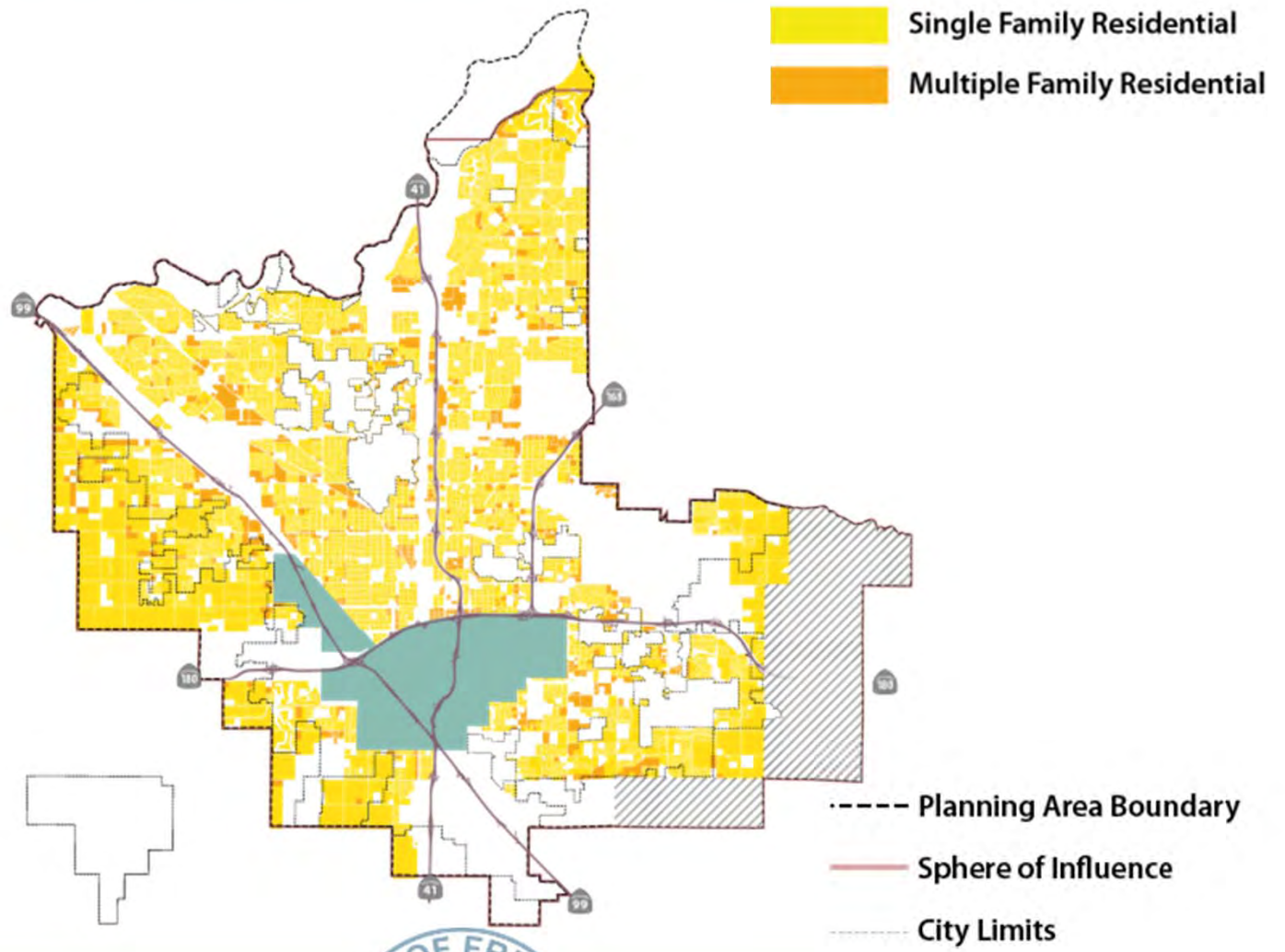
# Planning Area



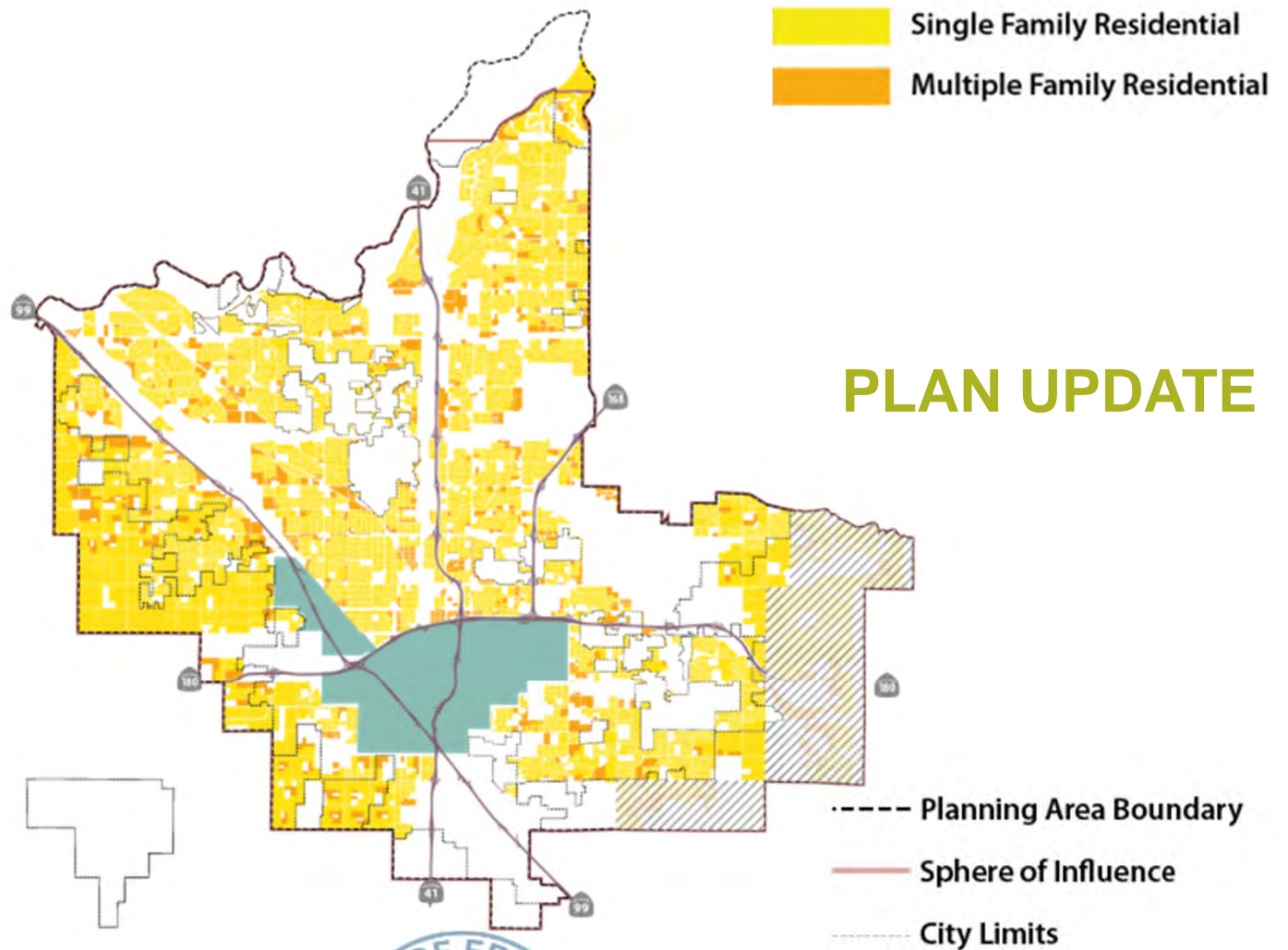


# PLANNED LAND USE: **Residential**

**2025 PLAN**

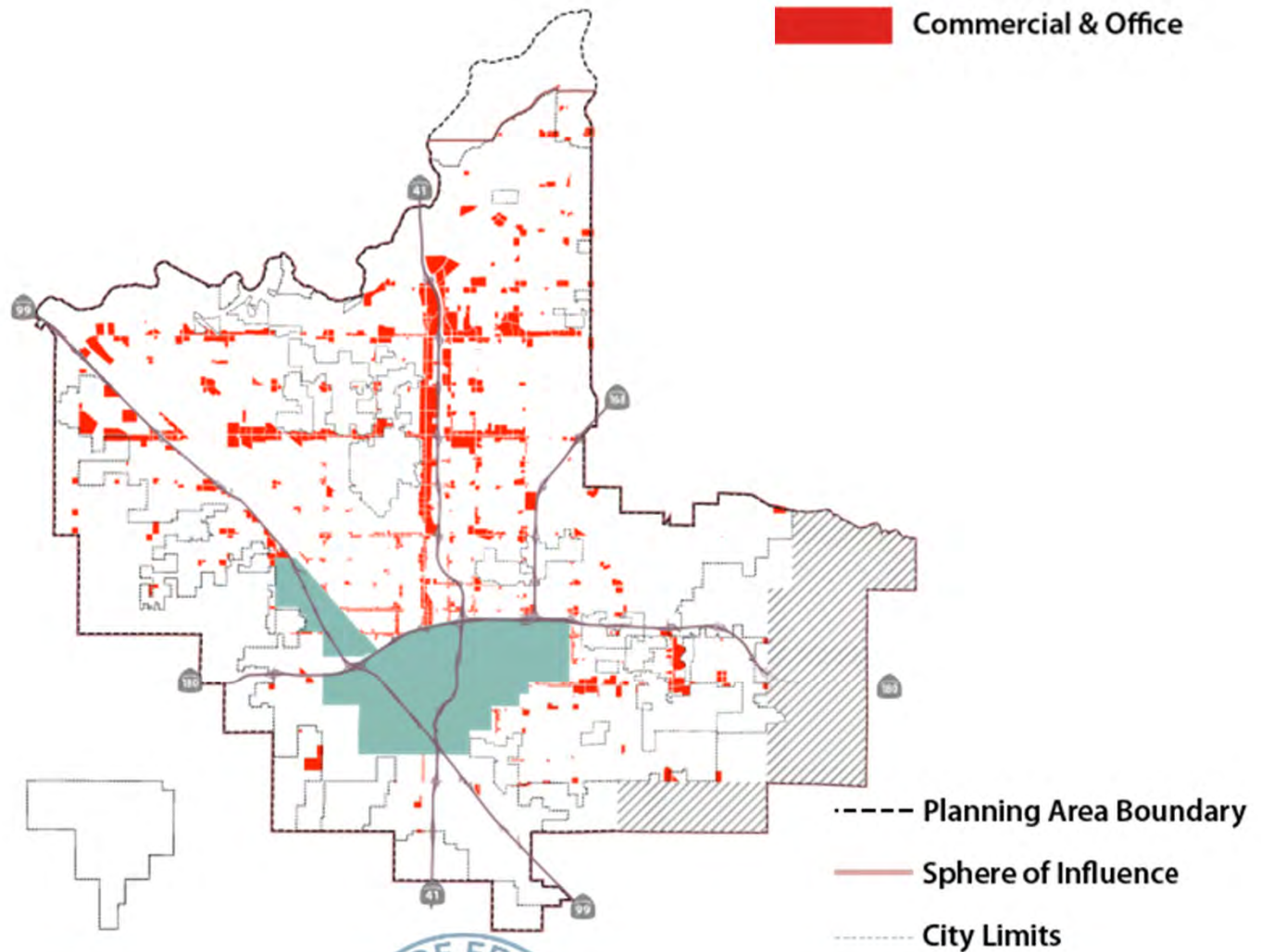


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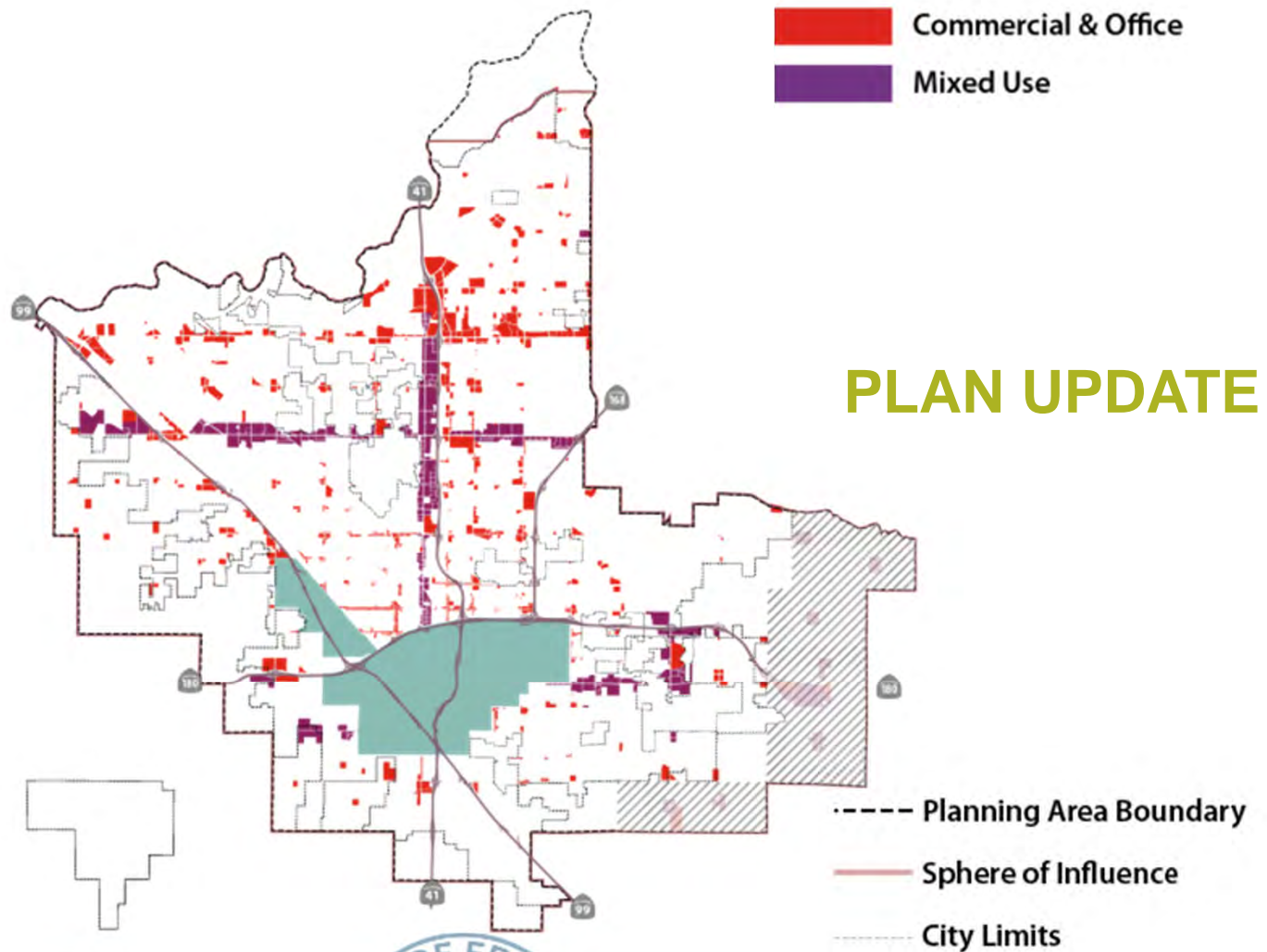


PLANNED LAND USE:  
**Commercial**

2025 PLAN



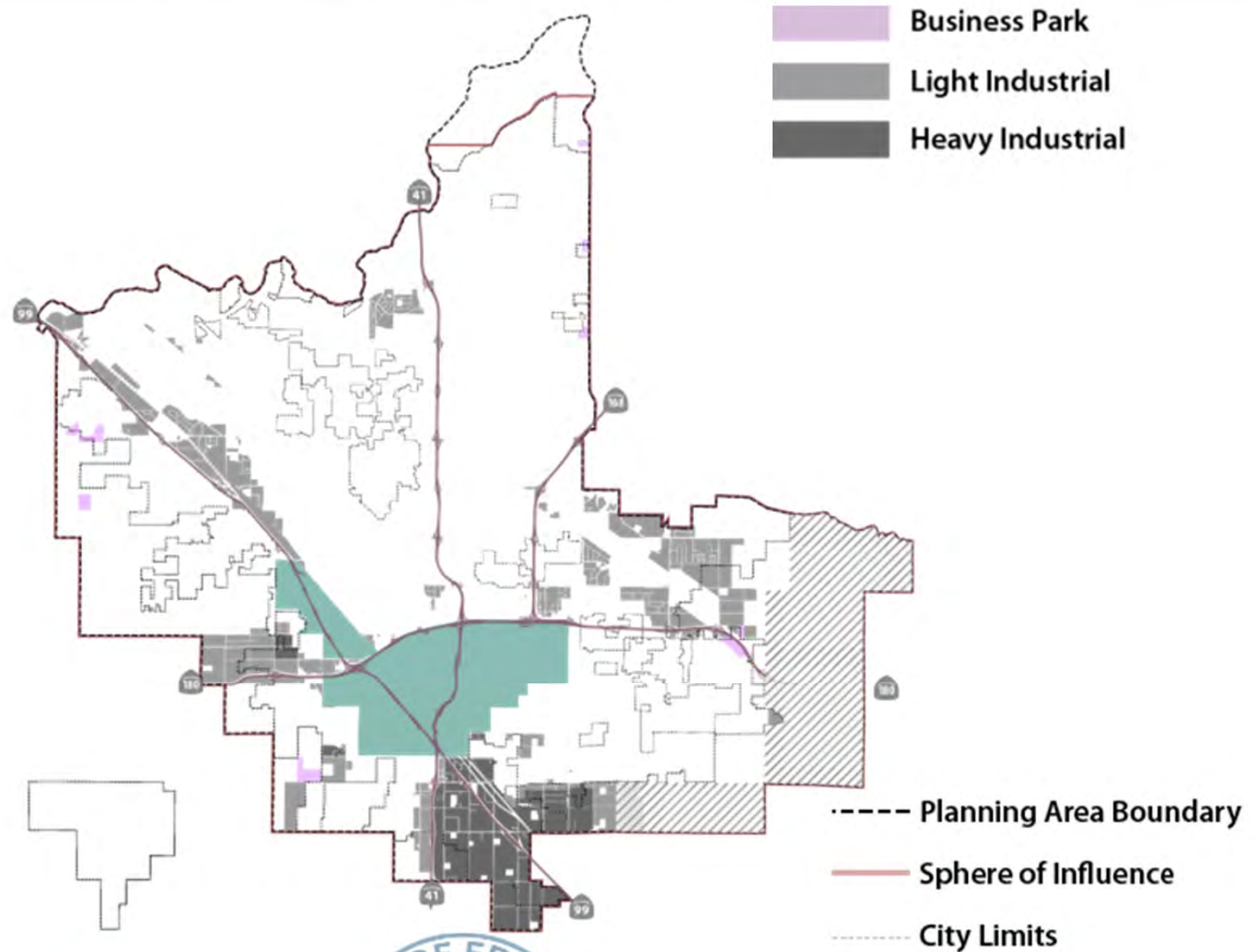
# PLANNED LAND USE: **Commercial**



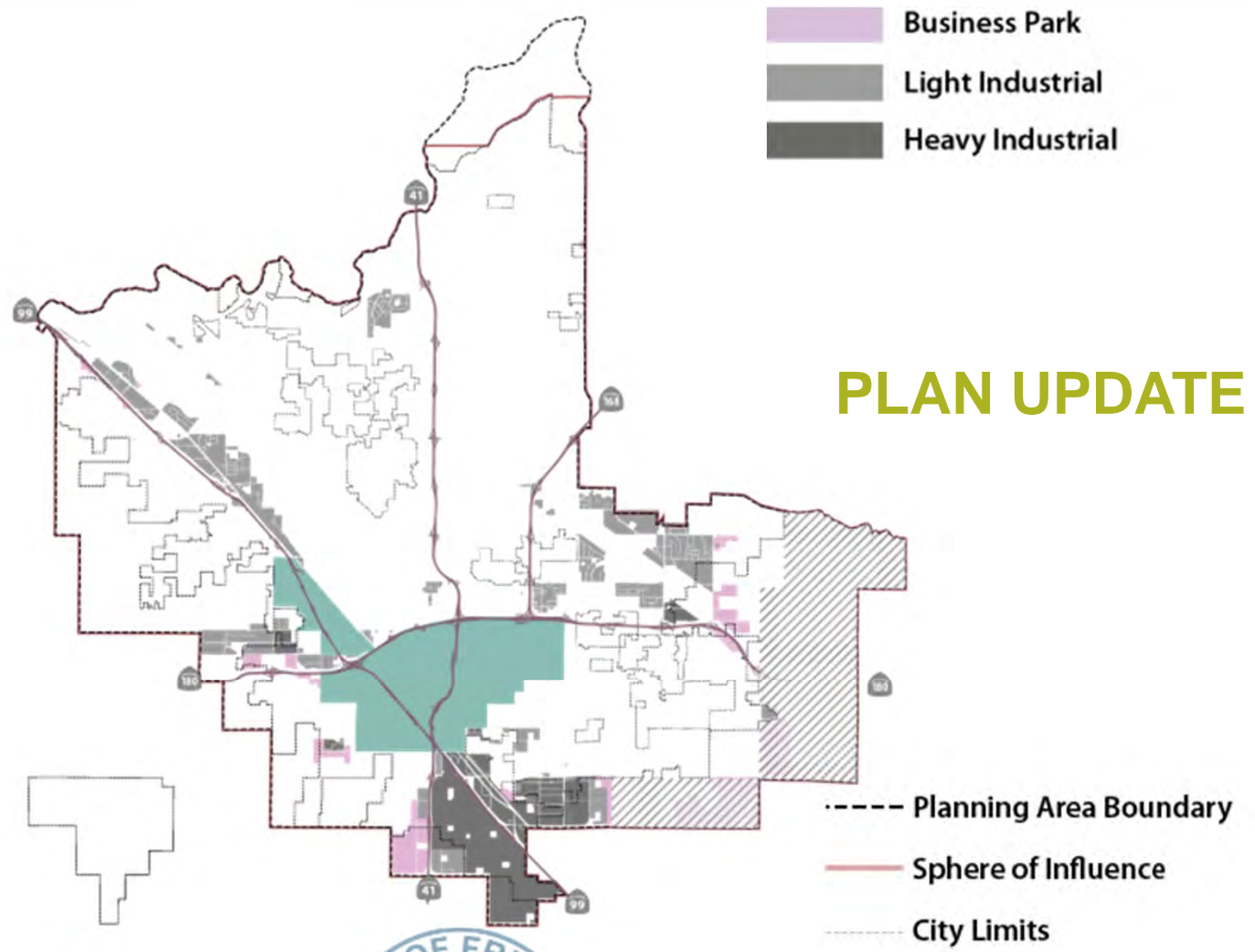


# PLANNED LAND USE: **Employment**

**2025 PLAN**



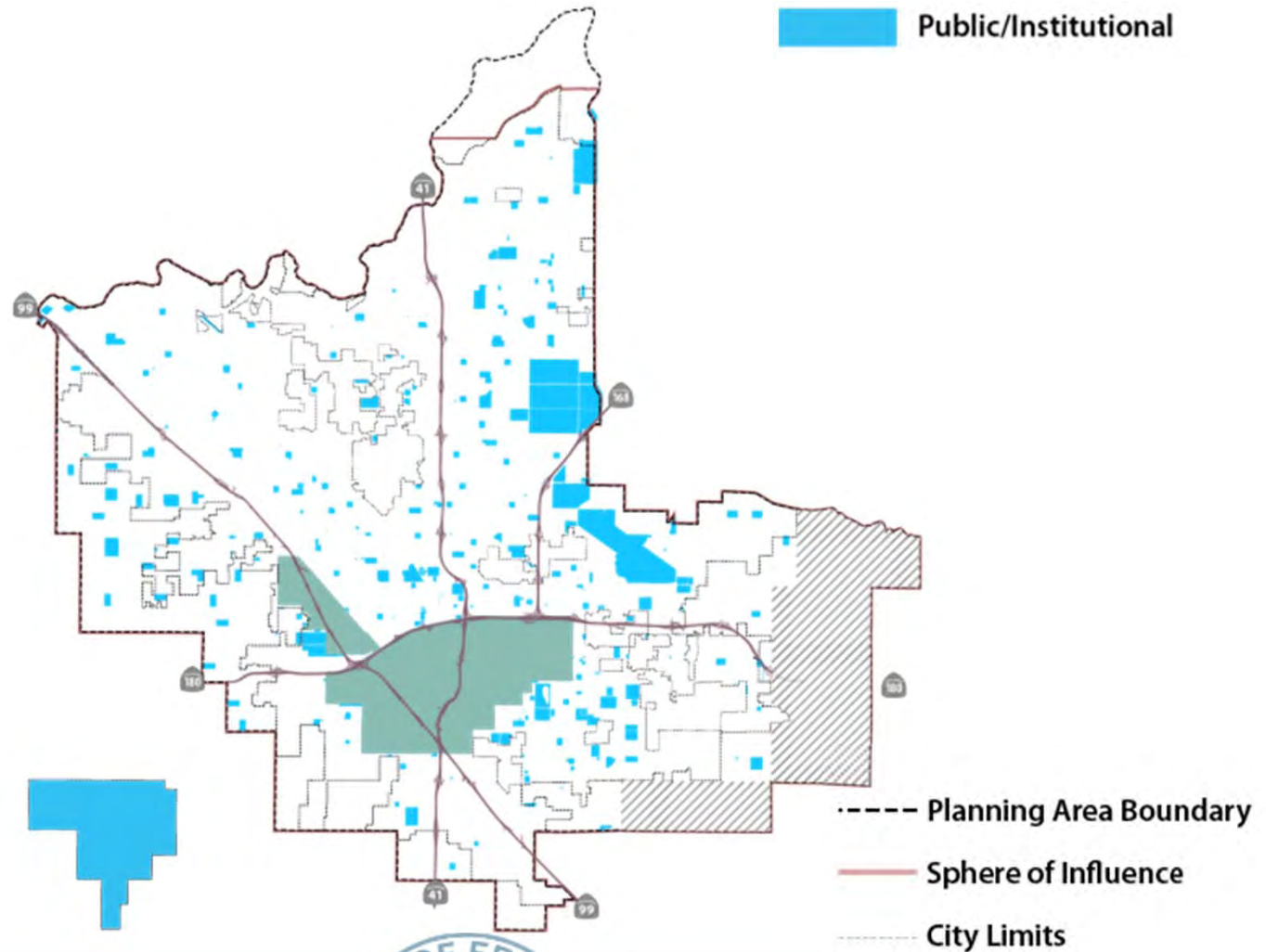
# PLANNED LAND USE: **Employment**



PLANNED LAND USE:

# Public/Institutional

2025 PLAN





**PLAN UPDATE**

Public/Institutional

----- Planning Area Boundary

----- Sphere of Influence

----- City Limits

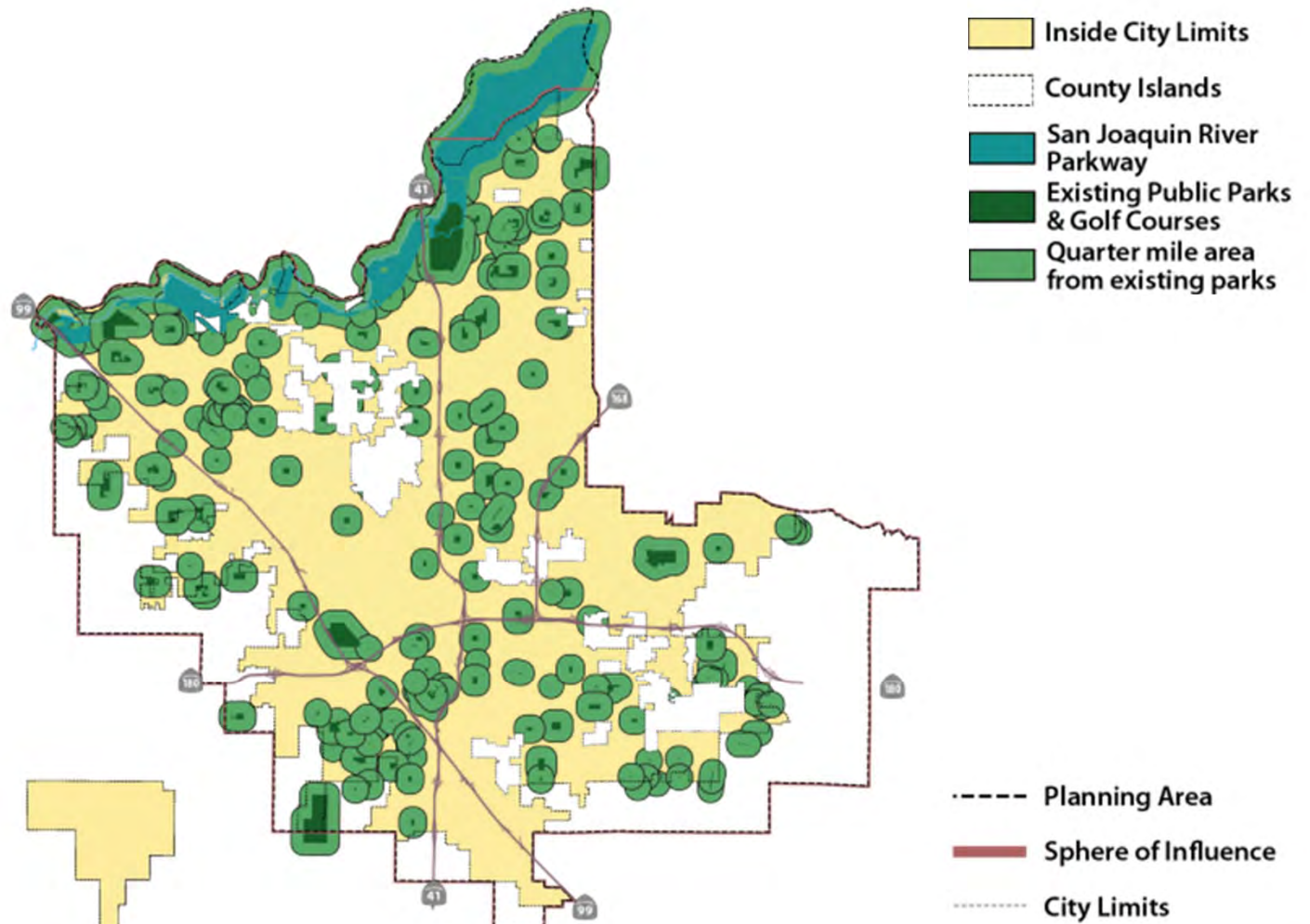
The map displays the City of San Jose with its Sphere of Influence (SOI) and Planning Area Boundary. Public/Institutional land use is highlighted in blue. The SOI is shown as a solid red line, and the Planning Area Boundary is a dashed red line. City Limits are indicated by a dashed black line. Major highways (99, 41, 101, 88) are marked with their respective shields. A large green area in the center represents the City of San Jose. A hatched area in the southeast represents the City of San Mateo. A small inset map in the bottom left corner shows the location of the City of San Jose within the state of California.



PLANNED LAND USE:

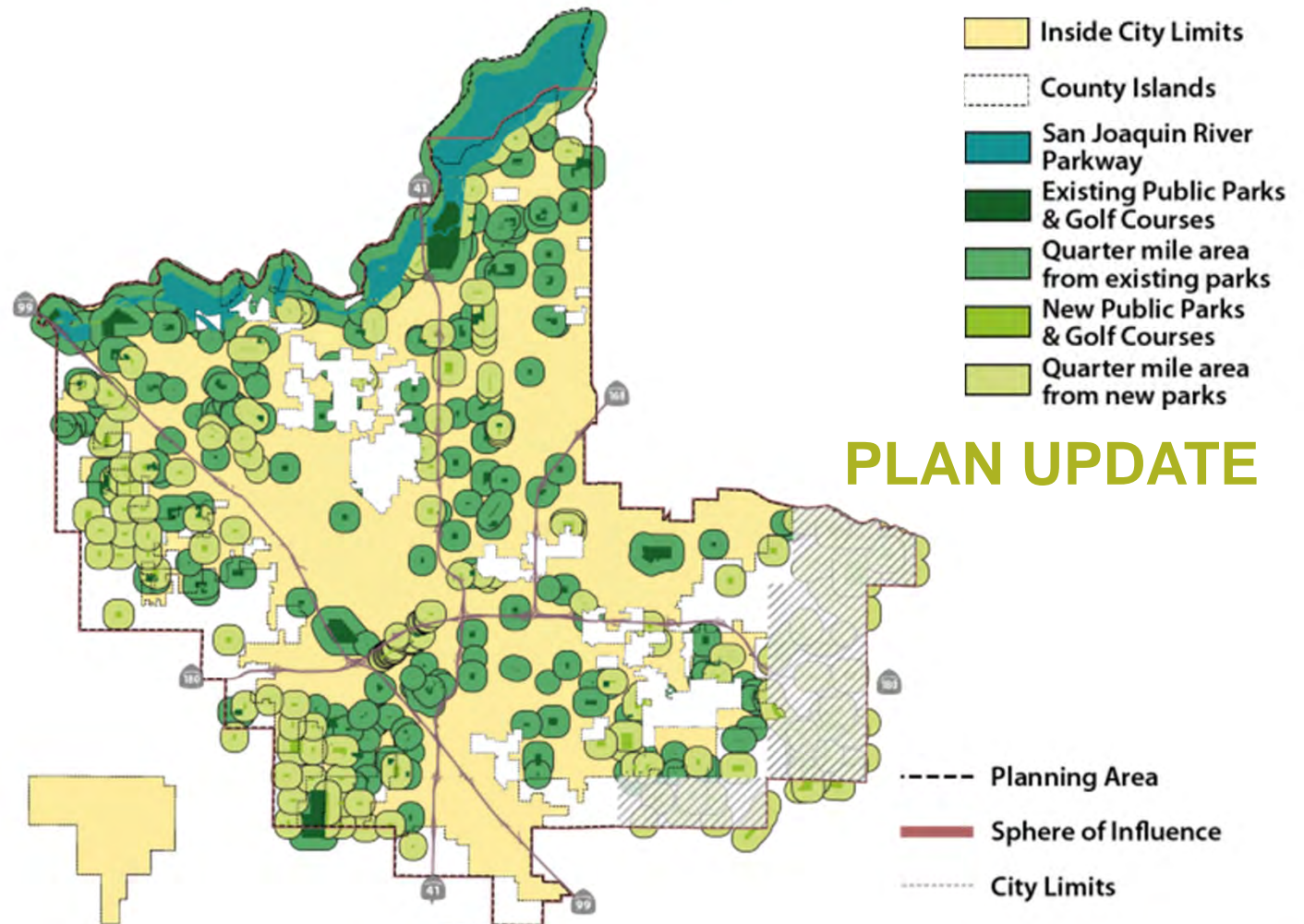
# Parks & Open Space

2025 PLAN



PLANNED LAND USE:

# Parks & Open Space



PLAN UPDATE



# Master Environmental Impact Report (MEIR)

*An EIR is required by the California Environmental Quality Act (CEQA) to analyze the environmental impacts for the overall General Plan.*

## **Top 3 ways an MEIR saves time and money:**

1. Projects that do not exceed the analysis of the MEIR, will not need a project level EIR.
2. Subsequent Specific Plans or Concept Plans can be streamlined by leveraging the MEIR.
3. An MEIR may be used for more than five years.



# Fiscal Analysis



# Fiscal Analysis Findings

*Fiscal analysis reveals a distinct advantage for development in existing incorporated/infill areas*

1. Property tax revenue is greater
2. Costs of services and infrastructure are less





# The Fiscal Advantage

*The City of Fresno would receive almost **50% more property tax revenue** in existing incorporated areas than in newly annexed unincorporated areas.*

## **Tax Sharing Agreement with Fresno County:**

*County retains its share of property tax base plus 62% on new development in annexed unincorporated areas.*



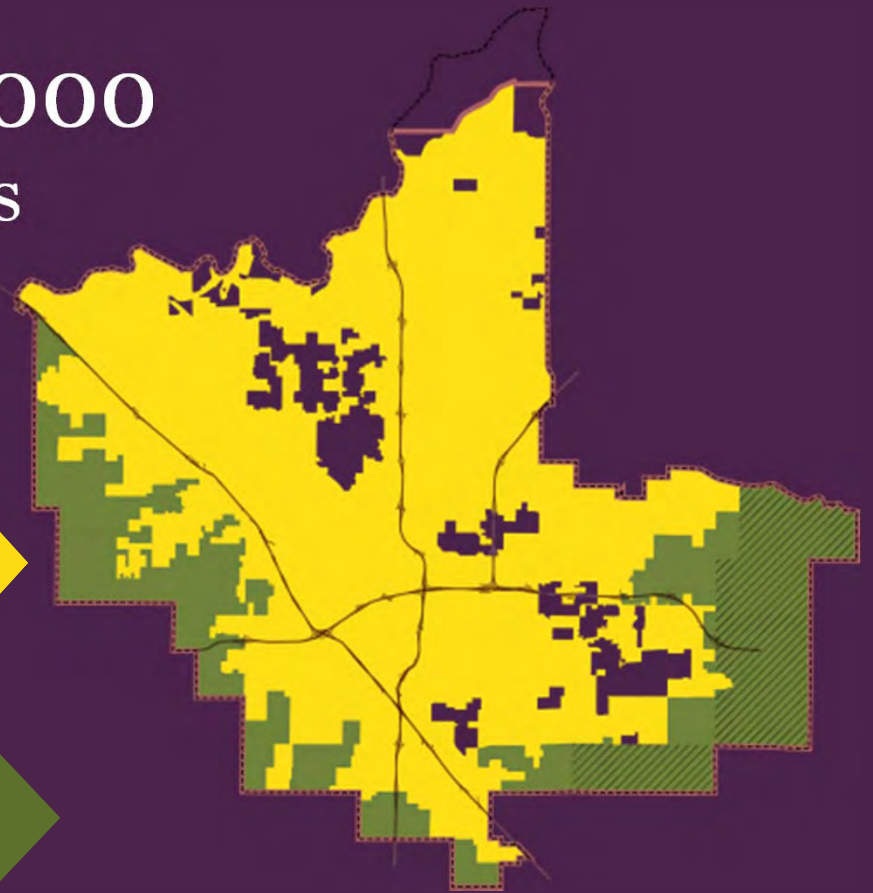


# Assessed Valuation Advantages

On *average*, for every \$1,000  
in new Assessed Valuations  
the City receives in  
property tax revenue:

About **\$2.90** from  
existing **incorporated** areas

About **\$1.95** from  
**unincorporated** areas  
upon annexation



# Spectrum of Annual Revenue and Costs

EXAMPLE 1:

**100% incorporated**

ANNUAL REVENUE & COSTS

TAX REVENUE:

**\$128.9 million**

OPTIMAL SERVICE LEVELS:

**\$83.2 million**

NET:

**\$45.1 million**

EXAMPLE 2:

**30% incorporated;  
70% unincorporated**

ANNUAL REVENUE & COSTS

TAX REVENUE:

**\$102.0 million**

OPTIMAL SERVICE LEVELS:

**\$117.2 million**

NET:

**–\$15.2 million**

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# Debunking the Myths *and Addressing Concerns*



MYTH | CONCERN:

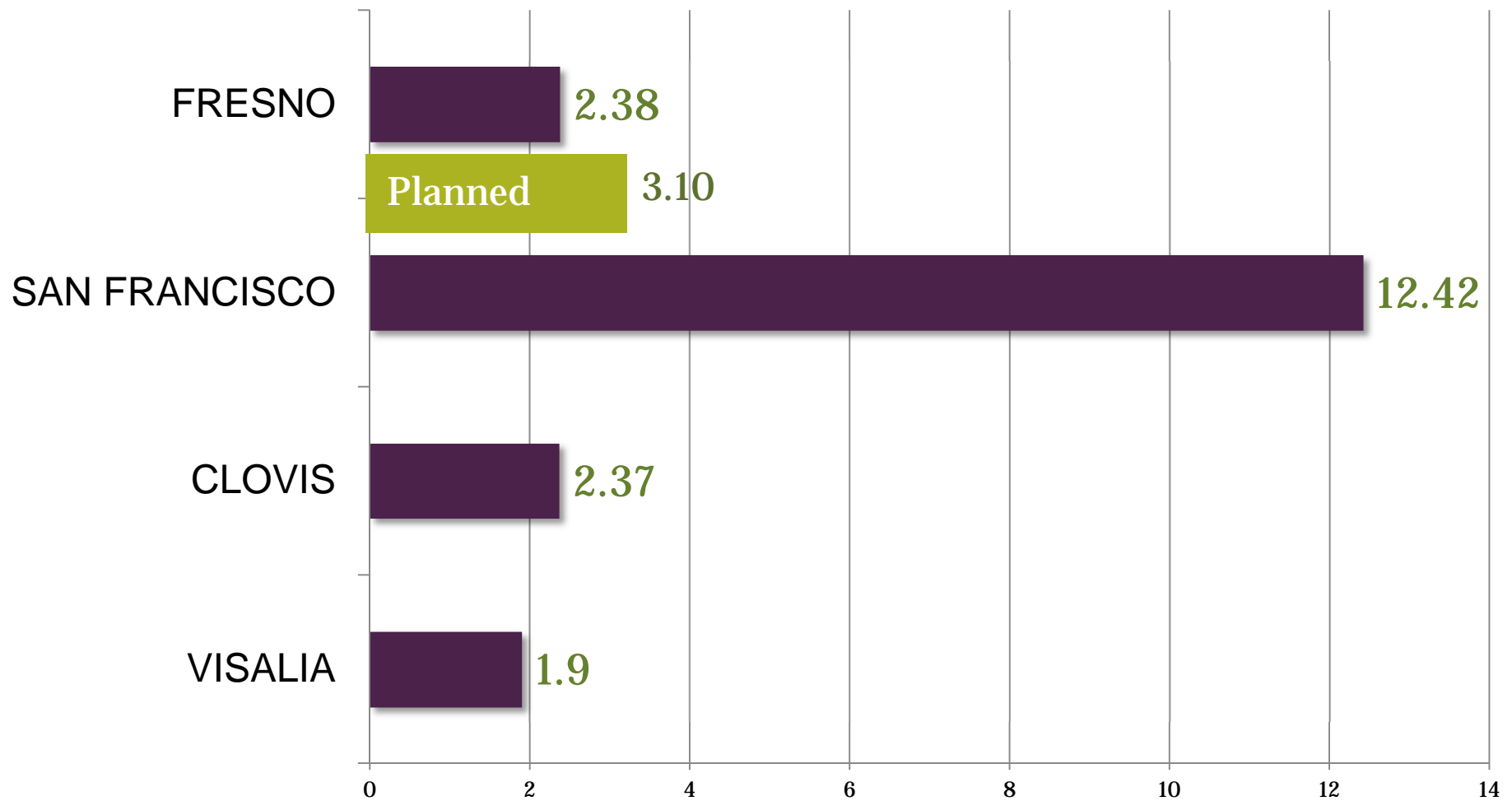
The General Plan intends for Fresno to be more dense than San Francisco.

FACT:

- Fresno's housing unit density is currently 2.38 units per acre.
- Fresno's population density is currently 4,545 persons per square mile.



# Housing Unit Density

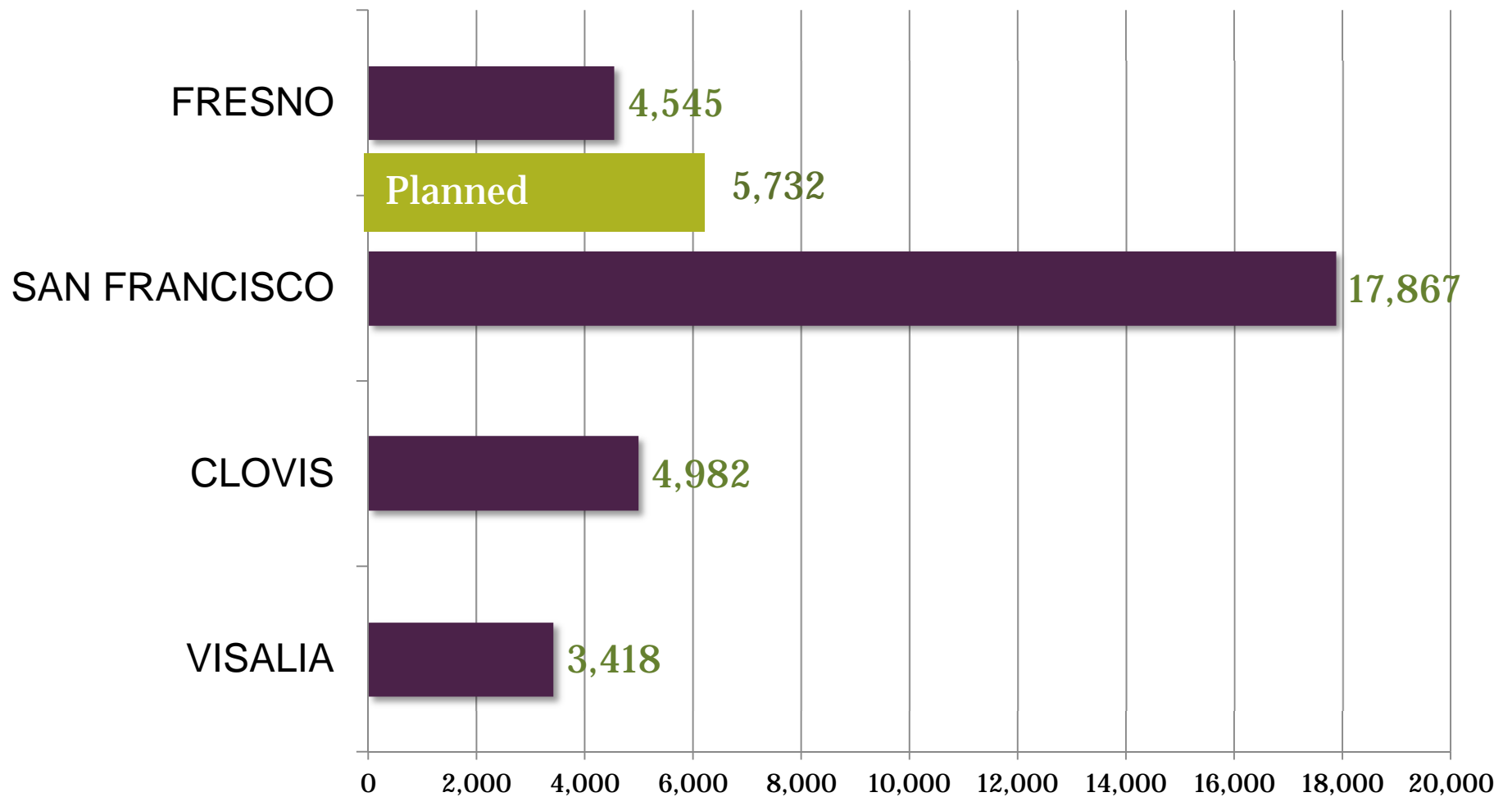


*\*housing units per acre*





# Population Density



*+people per square mile*



MYTH | CONCERN:

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The General Plan will repeal the Community and Specific Plans leaving neighborhoods with no protections.

FACT:

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The Community and Specific Plans will not automatically be repealed.



MYTH | CONCERN:

The Plan Update will constrain greenfield developers or result in a moratorium on greenfield development.

FACT:

- There is a current inventory of over 10,000 greenfield lots in the incorporated areas — *representing nearly 10 years of inventory.*
- Two growth areas will be available for development immediately.



MYTH | CONCERN:

The Plan Update is far too weak to promote infill.

FACT:

- Plan Objective UF-12 calls for roughly half of new development to occur in the existing incorporated area.
- Integration of planned land uses with the Development Code will provide the tools needed to develop infill.
- The IOZ along with public investment in infrastructure such as the BRT will incentivize infill.



## MYTH | CONCERN:

The Plan Update doesn't address the needs of underserved neighborhoods, especially in south Fresno.

## FACT:

- Most new development will occur south of Shaw Avenue
- Plan policy establishes that capital improvements will be based on the age and condition of infrastructure
- Southwest & Southeast Specific Plans





MYTH | CONCERN:

**Industrial uses are planned near low income neighborhoods.**

FACT:

- Industrial uses will be buffered from neighborhoods.
- This Plan does not expand industrial uses.
- Some industrial land uses have been moved from Southwest to Northwest Fresno.



MYTH | CONCERN:

The Plan needs to address Disadvantaged Unincorporated Communities (DUCs).

FACT:

As required by state law, DUCs will be assessed as part of the Housing Element Update in 2015.



MYTH | CONCERN:

The Plan Update doesn't promote parks in underserved neighborhoods.

FACT:

The City will identify opportunities to add parks space to established neighborhoods through mechanisms such as co-location with other facilities and joint use agreements.



MYTH | CONCERN:

The Plan Update eliminates affordable housing options.

FACT:

The Plan Update provides for a wide variety of housing options throughout the community.



## MYTH | CONCERN:

The Plan Update does not do enough to limit the overconcentration of liquor stores in low income areas.

## FACT:

- The Plan Update focuses on the overall vision.
- The Development Code will address the details of implementing the vision.
- The community will have an opportunity to address the location, separation, and number of package liquor stores as part of the Development Code.





MYTH | CONCERN:

The Plan Update requires residents to give up their preferred method of transportation.

FACT:

The plan provides a wide variety of transportation options for the greatest amount of choices: walk, ride a bike, take a bus, drive a car, etc.



MYTH | CONCERN:

The Plan Update doesn't do enough to improve traffic flow.

FACT:

- Forbes ranked Fresno #4 nationally based on the number of workers who got to work under 20 minutes.
- The Plan balances the need to minimize traffic congestion while not overbuilding transportation systems that are too costly.



MYTH | CONCERN:

The Plan Update will eliminate cul-de-sacs.

FACT:

- Development standards such as cul-de-sacs will be addressed in the Development Code.
- The vision is to connect neighborhoods to adjacent services and shopping.



MYTH | CONCERN:

The Plan Update doesn't do enough to preserve farmland.

FACT:

- The Plan does not expand the Sphere of Influence.
- The Plan includes policy requiring the development of a farmland preservation program.



MYTH | CONCERN:

You can't do a General Plan Update without the Development Code.

FACT:

The Development Code is an implementation tool that will be brought for consideration after the approval of the General Plan Update.





MYTH | CONCERN:

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Some planned land uses appear to require a different density than the density of approved tentative maps for subdivisions.

FACT:

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All active entitlements will be honored.



MYTH | CONCERN:

The Plan Update isn't needed.  
The 2025 Plan is sufficient.

FACT:

Municipal code FMC-12-605-G  
— *and best practices* — require the  
General Plan to be updated every  
10 years to reflect evolving technology  
and consumer preferences.



MYTH | CONCERN:

If we restrict new growth areas, development will just leapfrog to Madera, Kerman, Sanger, Clovis, etc.

FACT:

The passage of SB 375 (2008) and the Sustainable Groundwater Management Act (2014) — *which applies to all California cities and counties equally* — dramatically impacts how and whether leapfrog development can occur.



# Development Code Preview



## Development Code enables the General Plan

1. The Development Code creates laws and policies to implement the vision.
2. The updated Development Code will be simplified and user-friendly.
3. Public review of the Development Code is planned for Spring 2015.





**Vision** → **Policy** → **Implementation**



2025 & 2035

TODAY

2035 & BEYOND

**Vision**

**Policy**

**Implementation**

Capital Projects/Programs

## **The vision of the 2025 General Plan and the Plan Update is the same.**

- **Balanced Growth**
  - Infill and new growth areas
  - Two new growth areas
- **Vibrant Downtown**
- **“Mixed Use” intensity corridors**
- **Activity centers**

2025 & 2035

TODAY

2035 & BEYOND

**Vision**

**Policy**

**Implementation**

Capital Projects/Programs

## **The vision is backed up by detailed policy.**

- “Roughly half”
- Defined “infill”
- No sphere expansion
- Phasing for new growth
- Fee structures should support vision
- Public infrastructure
- New growth will pay for infrastructure and maintenance
- Land use designations that interpret vision with more detail

2025 & 2035

TODAY

2035 & BEYOND

**Vision**

**Policy**

**Implementation**

Capital Projects/Programs

**The implementation has already started.**

**Completed/Ready for Adoption:**

- Development Code
- Downtown Neighborhoods Community Plan
- Fulton Corridor Specific Plan
- Downtown Development Code

2025 & 2035

TODAY

2035 & BEYOND

**Vision**

**Policy**

**Implementation**

Capital Projects/Programs

**The implementation has already started.**

**In Progress:**

- Development Impact Fee Update
- Business-Friendly Fresno
- Code Task Force
- Fulton Street Project
- South Stadium Development Proposal
- Southwest Specific Plan
- High Speed Rail
- Technology Task Force
- Bus Rapid Transit (BRT)

2025 & 2035

TODAY

2035 & BEYOND

**Vision**

**Policy**

**Implementation**

Capital Projects/Programs

**The implementation has already started.**

**Critical Success Factors:**

1. Infill Opportunity Zone
2. Strategic rezoning of Downtown and BRT corridors
3. North Fulton Development Opportunity
4. Roosevelt Neighborhoods Specific Plan
5. City of Fresno Technology Investment



# Next Steps



# Next Steps

- Certify and Approve MEIR
- Approve General Plan Update
- Refine Development Code to align with the approved General Plan
- Public Review and Staff Revisions of Development Code — *Spring 2015*
- Present Development Code to City Council

